

NATIONAL TV NIELSEN RATINGS PERSONS RANKING – TOP PROGRAMS(†)

BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING APRIL 19, 1981

NIELSEN AVERAGE AUDIENCE

HOUSEHOLDS

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	DALLAS	30.7	23,880
2	MASADA PART IV(S)	27.0	21,010
3	MASADA PART III(S)	25.7	19,990
4	MASADA PART II(S)	25.6	19,920
5	60 MINUTES	25.2	19,610
6	DUKES OF HAZZARD	24.7	19,220
7	PRIVATE BENJAMIN	23.9	18,590
8	M*A*S*H	23.7	18,440
9	THREE'S COMPANY#	22.0	17,120
10	TWO OF US	21.8	16,960
11	PETER AND PAUL-PART 1(S)	21.0	16,340
12	DIFF'RENT STROKES	20.8	16,180
13	LOVE BOAT	20.5	15,950
13	TOO CLOSE FOR COMFORT#	20.5	15,950
15	ABC SUNDAY NIGHT MOVIE	20.3	15,790
16	MAGNUM, P.I.	20.1	15,640
17	ALL STAR FAMILY FEUD(S)	20.0	15,560
17	FACTS OF LIFE#	20.0	15,560
19	HOUSE CALLS	19.8	15,400
20	ALICE#	18.8	14,630
20	LAVERNE & SHIRLEY	18.8	14,630
20	REAL PEOPLE	18.8	14,630

TOTAL PERSONS (2+)

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	DALLAS	20.5	42,790
2	DUKES OF HAZZARD	18.7	39,060
3	MASADA PART IV(S)	18.2	37,890
4	PRIVATE BENJAMIN	17.1	35,740
5	MASADA PART II(S)	16.9	35,310
6	M*A*S*H	16.6	34,620
7	60 MINUTES	15.8	32,910
8	MASADA PART III(S)	15.5	32,280
9	TWO OF US	15.1	31,470
10	ABC SUNDAY NIGHT MOVIE	15.1	31,430
11	ALL STAR FAMILY FEUD(S)	15.0	31,240
12	THREE'S COMPANY#	14.8	30,830
13	LOVE BOAT	14.5	30,370
14	DIFF'RENT STROKES	14.3	29,790
15	BEAR'S EASTER SURPRISE(S)	14.0	29,310
16	GREATEST AMERICAN HERO	13.9	29,040
17	FACTS OF LIFE#	13.8	28,880
18	HOUSE CALLS	13.5	28,200
19	TOO CLOSE FOR COMFORT#	13.3	27,750
20	PETER AND PAUL-PART 1(S)	13.2	27,540
21	MAGNUM, P.I.	13.1	27,430

WOMEN (18+)

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	DALLAS	25.7	20,980
2	MASADA PART IV(S)	20.0	16,290
3	M*A*S*H	19.6	16,020
4	60 MINUTES	18.6	15,180
5	MASADA PART II(S)	18.2	14,810
6	PRIVATE BENJAMIN	18.0	14,710
7	MASADA PART III(S)	17.1	13,960
8	HOUSE CALLS	17.1	13,920
9	PETER AND PAUL-PART 1(S)	17.0	13,870
10	DUKES OF HAZZARD	16.8	13,720
11	TWO OF US	16.5	13,420
12	MAGNUM, P.I.	16.3	13,320
13	ALL STAR FAMILY FEUD(S)	16.3	13,290
14	THREE'S COMPANY#	16.2	13,210
15	LOVE BOAT	16.1	13,120
16	DIFF'RENT STROKES	16.1	13,110
17	TOO CLOSE FOR COMFORT#	15.8	12,890
18	REAL PEOPLE	15.2	12,370
19	ABC SUNDAY NIGHT MOVIE	15.1	12,320
20	FACTS OF LIFE#	15.0	12,210

MEN (18+)

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	MASADA PART IV(S)	21.1	15,480
2	60 MINUTES	20.4	14,960
3	MASADA PART II(S)	19.8	14,560
4	DALLAS	19.0	13,910
5	MASADA PART III(S)	18.4	13,510
6	ABC SUNDAY NIGHT MOVIE	16.1	11,830
7	M*A*S*H	15.2	11,170
8	DUKES OF HAZZARD	15.0	11,040
9	PRIVATE BENJAMIN	14.7	10,790
10	PETER AND PAUL-PART 1(S)	14.6	10,680
11	TWO OF US	13.8	10,120
12	20/20	13.7	10,020
13	THREE'S COMPANY#	13.6	9,980
14	ALL STAR FAMILY FEUD(S)	13.3	9,790
15	THAT'S INCREDIBLE	13.2	9,670
16	BARBARA MANDRELL	13.1	9,610
17	NBC MONDAY NIGHT MOVIES#	13.1	9,580
18	REAL PEOPLE	12.9	9,490
19	TOO CLOSE FOR COMFORT#	12.6	9,280
20	HOUSE CALLS	12.6	9,260

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BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING APRIL 19, 1981

NIELSEN AVERAGE AUDIENCE

WOMEN 18-49

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	DALLAS	23.5	11,930
2	MASADA PART IV(S)	22.3	11,360
3	M*A*S*H	18.8	9,560
4	MASADA PART II(S)	18.7	9,510
5	MASADA PART III(S)	17.1	8,680
6	PRIVATE BENJAMIN	16.8	8,550
7	THREE'S COMPANY#	16.7	8,480
8	HOUSE CALLS	16.5	8,370
9	LOVE BOAT	16.3	8,290
10	DUKES OF HAZZARD	16.3	8,280
11	TOO CLOSE FOR COMFORT#	15.9	8,100
12	FANTASY ISLAND	15.8	8,010
13	ABC SUNDAY NIGHT MOVIE	15.7	7,960
14	SOAP#	15.5	7,860
15	TWO OF US	15.3	7,780
16	ALL STAR FAMILY FEUD(S)	14.8	7,530
17	FACTS OF LIFE#	14.2	7,200
18	MAGNUM, P.I.	14.0	7,100
19	HART TO HART#	13.9	7,090

WOMEN 55+

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	DALLAS	29.5	7,330
2	60 MINUTES	27.6	6,840
3	PETER AND PAUL-PART 1(S)	25.0	6,200
4	REAL PEOPLE	24.0	5,950
5	CHECKING IN	23.9	5,920
6	PARK PLACE	22.0	5,460
7	M*A*S*H	21.2	5,270
8	BOB HOPE'S SPRING FLING(S)	21.1	5,230
9	MAGNUM, P.I.	21.0	5,220
10	DIFF'RENT STROKES	20.5	5,080
11	PRIVATE BENJAMIN	20.2	5,020
12	GEORGE BURNS IN NASHVILLE(S)	20.1	4,990
13	PALMERSTOWN	19.1	4,750
14	ALL STAR FAMILY FEUD(S)	18.8	4,670
15	TWO OF US	18.6	4,610
16	DUKES OF HAZZARD	18.5	4,600
17	JEFFERSONS#	18.2	4,520
18	HARPER VALLEY	18.1	4,480
18	NURSE	18.1	4,480

MEN 18-49

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	MASADA PART IV(S)	20.2	9,800
2	MASADA PART II(S)	19.6	9,520
3	MASADA PART III(S)	16.9	8,200
4	DALLAS	16.7	8,100
5	ABC SUNDAY NIGHT MOVIE	16.4	7,950
6	60 MINUTES	15.4	7,480
7	HEAVEN ON EARTH(S)	15.3	7,450
8	M*A*S*H	15.1	7,330
9	BIG EVENT	14.2	6,880
10	PRIVATE BENJAMIN	13.9	6,770
11	THREE'S COMPANY#	13.8	6,710
12	SOAP#	13.7	6,650
13	TOO CLOSE FOR COMFORT#	13.6	6,610
14	TWO OF US	13.6	6,600
15	DUKES OF HAZZARD	13.2	6,400
16	20/20	12.8	6,200
17	HOUSE CALLS	12.4	6,040
18	FACTS OF LIFE#	12.2	5,910
19	BJ AND THE BEAR	11.7	5,680

MEN 55+

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	60 MINUTES	30.7	5,940
2	DALLAS	25.7	4,970
3	REAL PEOPLE	24.9	4,820
4	PETER AND PAUL-PART 1(S)	24.3	4,690
5	MASADA PART III(S)	21.4	4,130
5	MASADA PART IV(S)	21.4	4,130
7	GEORGE BURNS IN NASHVILLE(S)	20.8	4,030
8	BARBARA MANDRELL	20.3	3,920
9	ALL STAR FAMILY FEUD(S)	19.6	3,780
10	CHECKING IN	19.5	3,770
11	MASADA PART II(S)	19.5	3,760
12	BOB HOPE'S SPRING FLING(S)	18.7	3,610
13	JEFFERSONS#	18.2	3,510
14	HARPER VALLEY	18.1	3,500
14	THAT'S INCREDIBLE	18.1	3,500
16	NBC MONDAY NIGHT MOVIES#	18.0	3,470
17	DUKES OF HAZZARD	17.6	3,410
18	ALICE#	17.5	3,390
19	NBC NIGHTLY NEWS	17.5	3,380
20	M*A*S*H	17.0	3,290
21	PALMERSTOWN	16.9	3,270
21	PRIVATE BENJAMIN	16.9	3,270

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND APR. 1981 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																	
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORK-ING WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																		
															TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TEENS (12-17) TOTAL FEM.
*EVENING																																	
ABC FRIDAY NIGHT MOVIE																																	
	FRI.	9.00P	120	ABC	FF	21	190	184	A	9.3	16	724	1630	594	285	656	242	436	373	304	169	696	217	410	413	400	208	133^	58^	145^	101^		
		9.00 - 9.30							B	13.0	21	1011	1800	709	318	799	340	534	452	356	196	634	270	423	392	294	153	191	96	176	131		
		9.30 - 10.00							A	10.1	17	786	1705	611	266	682	237	430	368	309	196	685	197	366	374	379	242	151^	67^	187	138^		
		10.00 - 10.30							A	8.8	15	685	1612	588	279	648	239	415	358	288	182	674	208	377	366	358	227	139^	55^	151^	111^		
		10.30 - 11.00							A	8.9	16	692	1529	553	283	608	221	403	330	288	165^	669	206	402	410	408	192	136^	59^	116^	81^		
									A	9.3	17	724	1651	624	312	683	270	495	432	326	132^	746	249	483	501	452	169	112^	47^	110^	66^		
ABC NEWSBRIEF-M-F																																	
	1 MON.	8.57P	2	ABC	N	138	193	190	A	18.0	29	1400	1760	670	294	735	278	448	408	336	222	609	246	382	336	277	176	165	96	251	179		
	1 TUE.	8.58P	1			98	97		B	17.2	27	1338	1768	722	309	792	307	479	428	352	242	624	256	388	349	274	184	169	91	183	129		
	1 THU.	9.58P	1																														
	2 M-TH	9.58P	1																														
	2 FRI.	8.58P	1																														
ABC NEWSBRIEF-SAT.																																	
	SAT.	9.58P	1	ABC	N	28	199	197	A	19.9	35	1548	1912	732	335	828	355	543	453	368	226	526	228	321	288	218	163	201	125	357	258		
									B	22.0	37	1712	1977	778	324	860	332	518	445	364	281	565	225	354	302	245	174	224	135	328	249		
ABC NEWSBRIEF-SUN.																																	
	1 SUN.	8.57P	2	ABC	N	28	193	182	A	17.0	26	1323	1909	703	331	790	271	437	424	355	284	637	253	378	307	260	225	154	102	328	240		
	2 SUN.	7.58P	1			98	97		B	15.6	23	1214	2017	703	294	781	297	468	424	351	240	706	280	450	393	327	200	202	103	328	221		
ABC SUNDAY NIGHT MOVIE																																	
	1 SUN.	9.00P	120	ABC	FF	26	194	199	A	20.3	36	1579	1991	672	285	780	317	504	448	364	219	748	340	504	440	307	181	244	122	219	151		
	2 SUN.	8.00P	261			98	99		B	19.4	30	1509	1901	717	322	802	336	542	469	373	196	739	326	511	455	335	167	197	90	163	115		
		8.00 - 8.30							A	16.7	30	1299	2099	710	317	817	342	515	439	345	252	697	384	491	384	206	168^	279	187	306	180^		
		8.30 - 9.00							A	19.9	33	1548	2259	752	301	877	366	561	474	369	260	800	411	549	468	285	169	255	165	327	210		
		9.00 - 9.30							A	19.9	31	1548	2025	692	275	795	336	510	454	352	222	771	338	496	438	322	198	182	88	277	182		
		9.30 - 10.00							A	20.6	32	1603	2032	701	281	809	347	530	467	360	216	788	331	508	459	350	201	181	86	254	180		
		10.00 - 10.30							A	21.5	36	1673	2010	682	269	782	312	517	456	394	213	775	327	522	457	340	190	244	105	209	148		
		10.30 - 11.00							A	20.8	37	1618	1930	660	273	766	303	513	452	386	206	759	338	527	440	313	191	232	99	173	129		
		11.00 - 11.30							A	22.5	48	1751	1883	609	305	717	273	455	427	361	194	715	344	497	453	296	147	325	161	126^	94^		
		11.30 - 12.00							A	20.7	57	1610	1807	604	294	714	277	436	399	329	215	662	309	447	414	273	148	307	152	124^	83^		
		12.00 - 12.30							A	18.6	64	1447	1753	547	292	677	258	409	363	330	209	608	278	399	376	261	147^	353	179	115^	87^		
ABC WORLD NEWS TONIGHT																																	
	M-F	6.30P	30	ABC	N	138	202	202	A	12.1	23	941	1526	630	205	714	183	330	318	342	314	653	165	290	319	371	261	80	34^	79	50^		
						99	99		B	12.6	22	980	1617	694	238	773	187	333	320	371	374	642	165	296	312	332	273	86	46	116	69		
ABC WRLD NEWS TONIGHT-SUN																																	
	SUN.	6.30P	30	ABC	N	26	153	155	A	9.3	20	724	1702	678	235	681	167	305	331	291	306	785	322	439	397	269	272	126^	36^	110^	66^		
						83	83		B	9.3	17	724	1725	732	232	778	191	341	353	355	363	707	214	362	338	321	286	102	44	138	87		
AFI-SALUTES FRED ASTAIRE(S)																																	
	2 SAT.	9.00P	120	CBS	AC		194		A	14.0	26	1089	1805	915	309	961	262	426	505	457	398	668	199^	350	366	319	260	108^	58^	68^	32^		
						99																											
		9.00 - 9.30							A	13.1	24	1019	1825	898	365	960	274	423	491	434	405	671	233	363	375	274	253	103^	50^	91^	49^		
		9.30 - 10.00							A	13.3	24	1035	1819	926	356	990	260	415	480	442	444	648	200^	326	355	284	266	109^	55^	72^	29^		
		10.00 - 10.30							A	14.6	27	1136	1722	883	255	914	229	398	489	465	375	641	170^	329	343	326	257	106^	61^	61^	29^		
		10.30 - 11.00							A	14.9	29	1159	1858	952	272	982	284	460	561	483	373	717	197^	386	390	386	271	111^	66^	48^	24^		
ALICE																																	
	2 SUN.	9.00P	30	CBS	CS	20	194		A	18.8	31	1463	1741	689	302	774	231	395	406	423	278	592	196	318	280	279	232	146^	67^	229	156^		
						99			B	22.9	33	1782	1808	802	292	875	243	422	398	399	383	596	159	287	280	289	260	149	78	188	133		
ALL STAR FAMILY FEUD(S)																																	
	1 SUN.	8.00P	60	ABC	QP		192		A	20.0	30	1556	2008	745	344	855	295	484	452	380	301	629	219	362	273	265	243	127^	87^	397	293		
						99																											
		8.00 - 8.30							A	18.3	28	1424	1994	734	318	846	281	475	447	377	307	622	199	347	273	265	250	116^	78^	410	305		
		8.30 - 9.00							A	21.7	31	1688	2014	751	364	860	304	492	455	385	294	633	236	371	274	262	238	137^	95^	384	279		

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND APR. 1981 REPORT

PROGRAM NAME WK # DAY START TIME DUR NET TYPE										T/C THIS SEASON WK 1 WK 2		NO. OF STATIONS & PROGRAM COVERAGE WK 1 WK 2		HOUSEHOLD AUDIENCES K E Y AVG. AUD. % AVG. SHARE % AUD. (0,000)		AUDIENCE COMPOSITION																			
																VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																			
																TOTAL PERSONS (2+)	LADY OF HOUSE WOM.	ING WOM.	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TEENS (12-17) FEM.	CHILDREN (2-11) TOTAL	6-11		
EVENING CONT'D														A 12.9	22	1004	1987	624	278	697	298	455	392	270	206	623	306	455	375	214	135	210	78	457	276
BUCK ROGERS-25TH CENTURY THU. 8.00P 60 NBC SF 11 96 93														B 15.0	23	1167	2061	634	270	690	305	490	419	295	154	661	315	499	431	291	113	234	81	476	305
8.00 - 8.30														A 12.4	21	965	1923	614	274	685	281	425	375	266	217	602	285	427	354	202	146	198	77	438	269
8.30 - 9.00														A 13.4	22	1043	2034	632	281	708	317	482	406	269	194	643	323	478	399	226	124	212	74	471	280
CBS EVENING NEWS-RATHER M-F 6.30P 30 CBS N 139 99 99														A 13.3	26	1035	1507	697	202	791	167	302	329	361	408	582	132	264	259	290	271	50	29	84	42
														B 15.4	27	1198	1573	707	214	770	151	289	324	376	399	632	135	280	286	327	299	77	37	94	58
CBS EVENING NEWS-DEAN 2 SUN. 6.30P 30 CBS N 18 91														A 8.2	19	638	1710	459	254	620	196	285	261	246	277	751	241	362	336	286	318	227	30	112	97
														B 10.4	18	809	1669	719	260	802	176	307	315	363	427	694	170	309	324	334	323	68	26	105	68
CBS EVENING NEWS-DEAN(B) 1 SUN. 6.30P 30 CBS N 106 58														A 6.2	12	482	1334	504	122	504	30	90	102	299	372	725	280	389	333	289	302	69	69	36	36
CBS SAT. NEWS-SCHIEFFER SAT. 6.30P 30 CBS N 29 85 85														A 9.5	22	739	1507	673	227	756	156	301	315	382	389	600	148	261	309	306	271	103	10	48	18
														B 10.8	21	840	1598	721	199	783	140	268	289	363	443	663	147	273	278	328	331	66	28	86	51
CBS TUESDAY NIGHT MOVIES 1 TUE. 9.00P 120 CBS FF 16 99														A 15.0	24	1167	1755	650	214	807	325	509	426	339	214	759	358	487	419	290	204	125	67	64	45
9.00 - 9.30														B 17.7	27	1377	1726	753	289	851	319	526	459	385	258	616	231	382	354	301	174	147	82	112	72
9.30 - 10.00														A 13.9	21	1081	1756	675	220	853	313	486	425	340	272	707	319	435	358	251	230	103	55	93	71
10.00 - 10.30														A 15.2	23	1183	1778	634	196	809	327	496	404	331	217	792	393	516	417	281	207	121	70	56	32
10.30 - 11.00														A 15.6	26	1214	1736	636	219	783	339	524	419	326	187	757	356	486	446	299	191	127	75	69	41
														A 15.2	27	1183	1747	663	221	794	317	528	463	366	186	777	360	501	451	324	192	138	63	38	38
CBS WEDNESDAY NIGHT MOVIE 19 183 171														A 10.9	18	848	1704	752	307	871	288	475	461	399	288	666	238	390	334	317	225	101	45	66	37
WED. 9.00P 120 CBS FF 97 93														B 17.3	28	1346	1751	738	290	831	301	502	449	395	255	655	234	396	371	323	202	145	71	120	82
9.00 - 9.30														A 11.7	18	910	1766	760	306	865	288	473	458	378	289	699	237	392	325	326	266	98	43	104	51
9.30 - 10.00														A 11.3	18	879	1750	754	307	877	291	488	455	395	287	693	247	403	348	327	229	96	44	84	45
10.00 - 10.30														A 10.6	18	825	1647	753	300	876	286	469	460	410	298	632	235	374	338	305	194	103	42	36	27
10.30 - 11.00														A 10.1	18	786	1603	732	311	856	279	461	465	407	274	626	236	385	325	292	201	93	44	28	20
CHECKING IN THU. 8.00P 30 CBS CS 2 190 181 99 96														A 17.6	30	1369	1616	712	201	822	191	331	305	360	431	522	103	205	205	277	275	64	41	208	143
														B 17.6	30	1369	1616	712	201	822	191	331	305	360	431	522	103	205	205	277	275	64	41	208	143
CHIPS 1 SUN. 7.00P 60 NBC OP 17 214 212 99 99														A 14.4	24	1120	2043	626	309	715	314	459	355	270	201	622	239	432	357	325	166	233	103	473	316
2 SUN. 8.00P 60														B 19.4	29	1509	2242	706	286	789	325	513	430	332	222	735	307	509	444	347	172	243	97	475	316
7.00 - 7.30														A 12.4	21	965	2086	557	360	696	340	467	329	248	171	569	256	471	359	282	98	302	149	519	354
7.30 - 8.00														A 15.6	25	1214	2073	586	377	703	356	475	326	247	166	572	274	456	340	263	103	251	123	547	381
8.00 - 8.30														A 14.4	26	1120	1991	655	242	707	281	434	356	275	229	659	214	409	370	382	209	183	68	442	270
8.30 - 9.00														A 15.2	25	1183	1982	688	259	739	281	454	394	296	232	662	210	387	357	361	234	195	70	386	255
CRASH ISLAND(S) 1 SAT. 9.00P 60 NBC A 203 99														A 12.8	22	996	2097	722	375	874	375	564	503	375	218	736	283	520	532	386	139	188	93	299	199
9.00 - 9.30														A 13.0	23	1011	2089	734	388	894	365	556	506	385	240	712	267	491	508	376	144	189	103	294	188
9.30 - 10.00														A 12.6	22	980	2097	712	364	856	386	570	497	365	197	759	302	550	553	392	134	176	78	306	209
DAFFY DUCK'S EASTER SHOW(S) 2 TUE. 8.00P 30 NBC EA 194 98														A 16.6	26	1291	2107	611	184	666	325	468	312	217	198	550	205	367	293	255	183	156	95	735	351
DALLAS FRI. 10.00P 60 CBS GD 21 206 205 99 97														A 30.7	55	2388	1792	779	294	880	312	500	445	392	308	582	240	338	281	224	210	153	90	177	145
10.00 - 10.30														B 34.5	57	2684	1850	825	313	911	346	537	477	400	300	623	242	371	332	274	205	150	87	166	129
10.30 - 11.00														A 30.5	54	2373	1815	778	294	879	316	505	449	385	303	586	238	347	290	232	203	156	89	194	154
														A 30.8	56	2396	1768	778	291	880	309	496	444	396	311	578	244	332	271	215	212	148	91	162	134

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PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																			
WK #	DAY	START TIME	DUR	NET	TYPE	PROG.	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES												TEENS (12-17) TOTAL FEM.	CHILDREN (2-11) TOTAL 6-11							
															TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+									
EVENING CONT'D																																			
DIFF'RENT STROKES										21	202	192	A	20.8	32	1618	1841	711	254	810	258	426	367	352	314	562	215	346	265	231	190	168	107	301	220
1 WED. 9.00P 60 NBC CS										99	97	B	20.7	32	1610	1910	745	288	812	253	426	394	372	311	563	177	315	283	268	208	228	107	307	231	
2 WED. 9.00P 30													A	20.9	33	1626	1812	700	253	786	256	413	364	355	302	555	208	344	268	238	189	173	111	298	212
9.00 - 9.30													A	20.7	31	1610	1893	732	255	859	261	449	376	347	337	574	229	346	261	216	192	158	99	302	236
9.30 - 10.00																																			
DISNEY'S WONDERFUL WORLD										20		203	A	9.1	18	708	2055	672	269	705	306	452	306	298	245	697	272	448	327	374	236	148	62	505	258
2 SUN. 7.00P 60 NBC FV											98		B	15.2	24	1183	2365	666	280	745	329	501	438	312	196	679	295	482	411	320	159	249	107	692	420
7.00 - 7.30													A	8.4	17	654	1980	628	267	654	293	426	287	283	218	709	267	459	334	414	238	99	26	518	263
7.30 - 8.00													A	9.8	18	762	2104	706	267	743	318	471	322	305	263	686	276	440	320	341	233	185	91	490	250
DUKES OF HAZZARD										20	202	205	A	24.7	42	1922	2032	602	238	713	260	431	341	319	238	575	220	333	304	256	179	220	90	524	357
FRI. 9.00P 60 CBS CS										99	99		B	27.3	44	2124	2124	715	268	788	289	467	410	361	261	625	219	372	338	314	204	200	96	511	358
9.00 - 9.30													A	23.3	40	1813	2082	600	230	710	265	435	333	312	237	569	225	334	300	246	173	227	94	576	387
9.30 - 10.00													A	26.2	44	2038	1973	604	244	713	257	425	345	321	239	576	213	331	305	264	182	209	85	475	329
DYNASTY										10		195	A	16.3	25	1268	1670	691	324	773	322	541	514	379	181	610	242	394	376	267	169	171	71	116	113
2 MON. 9.00P 60 ABC GD											99		B	18.1	27	1408	1711	761	329	828	318	515	484	382	236	643	256	379	359	289	190	138	74	102	68
9.00 - 9.30													A	16.0	24	1245	1703	692	321	768	305	531	518	390	189	602	234	390	377	267	167	196	79	137	129
9.30 - 10.00													A	16.7	26	1299	1619	684	324	769	335	546	509	368	168	612	251	393	373	262	168	143	62	95	95
EIGHT IS ENOUGH										4	196	190	A	14.3	26	1113	2058	674	290	799	348	529	453	325	198	531	237	354	305	210	129	263	163	465	333
SAT. 8.00P 60 ABC CS										98	98		B	14.9	26	1159	2109	686	286	778	338	502	420	295	223	536	226	344	293	213	152	262	150	533	369
8.00 - 8.30													A	12.9	24	1004	2088	682	290	810	353	537	457	330	203	551	253	365	307	208	135	270	176	457	325
8.30 - 9.00													A	15.6	28	1214	2040	671	286	794	345	527	451	323	196	514	220	343	304	213	124	259	153	473	340
ENOS										17	182	173	A	13.8	22	1074	1883	699	240	768	275	429	405	350	254	620	205	331	297	298	251	157	59	338	227
WED. 8.00P 60 CBS CS										96	91		B	16.6	25	1291	2119	701	266	759	259	437	396	367	263	681	246	416	375	348	212	220	89	459	298
8.00 - 8.30													A	13.0	21	1011	1828	679	230	753	263	422	400	351	252	600	194	322	291	294	245	156	57	319	221
8.30 - 9.00													A	14.5	23	1128	1938	719	253	783	284	436	411	351	256	642	217	342	302	303	260	157	61	356	236
FACTS OF LIFE										17		192	A	20.0	33	1556	1856	705	293	783	336	462	418	347	250	562	247	378	321	237	160	220	123	291	217
2 WED. 9.30P 30 NBC CS											95		B	19.3	30	1502	1910	755	300	831	276	461	414	380	298	548	176	310	285	261	196	260	128	271	206
FANTASY ISLAND										23	196	201	A	18.6	35	1447	1858	691	313	794	353	554	462	355	181	560	247	377	324	238	147	243	149	261	193
SAT. 10.00P 60 ABC A										99	99		B	20.7	37	1610	1875	745	327	830	341	536	453	358	242	581	244	379	320	247	165	224	132	240	187
10.00 - 10.30													A	19.0	35	1478	1862	689	313	791	354	549	447	352	186	560	255	378	324	229	147	228	142	283	202
10.30 - 11.00													A	18.3	36	1424	1834	689	308	790	348	553	471	356	176	552	237	378	323	247	141	254	155	238	181
FLO										5	176	158	A	11.7	21	910	1725	696	282	738	236	381	371	312	286	666	255	429	428	305	185	146	42	175	106
SAT. 8.30P 30 CBS CS										95	92		B	13.2	23	1027	1830	723	303	793	240	406	386	355	313	653	229	391	377	301	214	163	68	221	137
GEORGE BURNS IN NASHVILLE(S)											201		A	15.8	27	1229	1600	786	306	826	124	357	386	480	406	654	96	233	288	372	328	82	64	38	38
2 MON. 10.00P 60 NBC GV											99		A	16.2	27	1260	1583	757	282	794	128	337	356	443	400	652	109	251	290	362	318	98	64	39	39
10.00 - 10.30													A	15.3	27	1190	1621	820	332	861	120	378	420	517	413	658	80	211	287	385	340	65	65	37	37
10.30 - 11.00																																			
GREATEST AMERICAN HERO										5	201	200	A	18.5	30	1439	2018	626	293	666	304	488	410	307	131	541	248	385	349	250	105	263	140	548	326
WED. 8.00P 60 ABC A										99	98		B	21.1	33	1642	2162	648	295	694	341	525	446	299	123	610	326	480	406	245	83	299	152	559	361
8.00 - 8.30													A	17.9	29	1393	2012	633	303	674	290	473	408	324	147	531	246	372	334	241	110	256	141	551	323
8.30 - 9.00													A	19.1	30	1486	2015	613	280	650	312	497	408	290	114	552	250	399	365	258	100	271	140	542	326
HAPPY DAYS										21	201	202	A	18.6	30	1447	1778	567	287	629	270	412	343	281	173	508	261	343	270	196	130	259	145	382	284
TUE. 8.00P 30 ABC CS										99	99		B	20.8	32	1618	1979	662	306	746	334	513	416	317	188	520	233	352	287	218	136	256	145	457	316

PROGRAM NAME														T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		KEY		HOUSEHOLD AUDIENCES			AUDIENCE COMPOSITION																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																		
WK #		DAY		START TIME		DUR		NET		TYPE		WK 1		WK 2		KEY		AVG. AUD. SHARE %		AVG. AUD. (0,000)		TOTAL PERSONS (2+)		LADY HOUSE WOM.		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

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PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		KEY	HOUSEHOLD AUDIENCES			AUDIENCE COMPOSITION																		
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORK-ING WOM.		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																					
															TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	MEN			18-49	25-54	35-64	55+	TOTAL	TEENS (12-17) FEM.	CHILDREN (2-11) TOTAL				
																				6-11																
EVENING CONT'D																																				
NBC NEWS UPDATE-SAT.										28	181	177	A 14.7	26	1144	2065	793	243	859	274	466	446	440	304	785	219	426	394	426	285	153	67^	268	173		
SAT.										8.58P	1	NBC N	92	95	B 13.3	22	1035	1953	771	277	838	217	405	399	414	355	736	209	379	375	379	279	133	53	246	158
NBC NEWS UPDATE-SUN.										28	183	184	A 13.9	21	1081	1943	603	306	659	313	457	371	237	150	678	295	495	412	338	146	226	74^	380	277		
1 SUN.										8.57P	1	NBC N	92	92	B 19.4	28	1509	2114	687	296	765	302	495	429	343	213	791	319	527	463	381	199	212	87	346	238
2 SUN.										8.58P	1																									
NBC NEWS UPDATE-2-M-F										16	180	172	A 12.9	20	1004	1880	719	275	826	267	450	379	367	309	675	274	402	302	284	228	173	66	206	156		
1 MON.										9.51P	1	NBC N	91	84	B 12.9	20	1004	1808	743	292	822	258	450	400	385	303	651	220	361	328	311	235	164	73	171	126
1 W & F										9.58P	1																									
2 TUE.										9.42P	1																									
2 THU.										9.47P	1																									
NBC NEWS UPDATE-2-SAT.										4		181	A 11.7	21	910	1875	559	200^	606	197^	351	300	305	214^	733	305	454	313	319	223^	214^	53^	322	256^		
2 SAT.										9.58P	1	NBC N		91	B 10.2	18	794	1892	663	259	706	263	422	371	335	220	835	347	521	454	389	229	155	48	196	157
NBC NEWS UPDATE-2-SUN.										3	183		A 13.2	20	1027	2011	562	316	617	396	493	402	177^	68^	769	447	654	497	295	77^	284	93^	341	281		
1 SUN.										9.58P	1	NBC N		89	B 14.2	21	1105	2082	689	334	758	419	583	477	262	131	801	420	628	502	321	118	213	71	310	254
NBC NIGHTLY NEWS-SAT.										25	157	156	A 6.8	16	529	1647	678	115^	718	67^	189^	232	330	445	756	181^	326	336	354	369	116^	93^	57^	18^		
SAT.										6.30P	30	NBC N		85	B 9.4	18	731	1678	704	224	774	178	300	284	339	401	708	150	289	322	354	337	82	34	114	68
NBC NIGHTLY NEWS-SUN.										19	157	160	A 7.2	15	560	1688	638	212^	675	209^	289	304	269	285	767	231	387	271	385	330	68^	24^	178^	89^		
SUN.										6.30P	30	NBC N		83	B 8.3	15	646	1702	696	239	759	192	318	339	359	344	739	186	327	340	379	329	60	23	144	81
NBC NIGHTLY NEWS										137	208	208	A 12.0	23	934	1634	744	236	799	178	298	295	368	425	658	132	251	250	306	361	81	51^	96	70		
M-F										6.30P	30	NBC N		99	B 13.2	23	1027	1615	713	236	778	176	313	304	360	400	667	156	284	281	309	333	66	33	104	69
NBC THURSDAY NIGHT MOVIES										21	200	172	A 12.3	21	957	1676	696	254	811	278	478	436	414	256	637	238	399	306	300	199	133	59^	95^	85^		
THU.										9.00P	120	NBC FF		98	B 17.1	28	1330	1789	724	276	802	297	494	434	379	235	687	254	424	388	333	201	163	79	137	96
9.00 - 9.30													A 11.6	19	902	1671	653	237	762	281	426	373	356	260	662	249	404	309	304	216	136	62^	111^	88^		
9.30 - 10.00													A 11.9	19	926	1679	658	258	789	286	452	391	372	258	668	279	393	285	270	230	130^	54^	92^	75^		
10.00 - 10.30													A 13.1	23	1019	1689	725	275	849	299	529	485	441	244	621	228	400	303	305	187	123	58^	96^	94^		
10.30 - 11.00													A 12.4	23	965	1674	748	245	840	249	499	489	481	261	603	198	399	321	323	173	148	66^	83^	83^		
NERO WOLFE										13	187	173	A 12.2	21	949	1662	825	276	894	206	435	467	469	362	584	173	318	334	308	210	85^	24^	99^	76^		
FRI.										9.00P	60	NBC PD		95	B 12.8	21	996	1701	763	282	847	224	416	429	420	340	641	172	315	323	325	270	106	57	107	69
9.00 - 9.30													A 11.8	20	918	1632	817	271	878	195	415	450	458	372	577	158	308	331	313	217	76^	18^	101^	75^		
9.30 - 10.00													A 12.7	21	988	1665	823	276	899	213	446	477	469	351	581	181	321	333	303	199	91^	29^	94^	74^		
NEWSBREAK-M-F										116	170	164	A 14.8	24	1151	1910	699	266	804	273	443	391	340	298	602	209	346	311	275	216	155	73	349	219		
1 M-F										8.58P	1	CBS N		92	B 16.5	25	1284	1947	710	276	798	269	440	397	358	292	623	208	352	327	306	220	176	86	350	227
2 M-TH										8.58P	1																									
2 FRI.										8.57P	2																									
NEWSBREAK-SAT.										24	161	151	A 9.4	17	731	1683	684	236	727	232	367	362	306	298	663	269	421	412	285	192	115^	36^	178	116^		
SAT.										8.58P	1	CBS N		91	B 13.0	21	1011	1894	724	272	797	267	432	401	365	292	652	248	377	351	292	216	156	67	289	193
NEWSBREAK-SUN.										24	182	180	A 16.8	26	1307	1712	735	306	816	207	407	415	445	328	629	175	312	322	320	252	124	88^	143	89^		
1 SUN.										9.58P	1	CBS N		95	B 21.0	30	1634	1884	790	318	883	267	456	405	407	356	627	188	316	288	294	262	171	97	203	145
2 SUN.										8.58P	1																									
NURSE										3	199	196	A 16.9	30	1315	1566	802	256	925	300	509	457	456	341	475	172	279	270	218	163	87^	54^	79^	62^		
THU.										10.00P	60	CBS GD		98	B 17.3	30	1346	1548	805	257	905	302	509	462	436	326	472	165	288	262	231	153	88	58	83	68
10.00 - 10.30													A 16.6	29	1291	1574	808	259	928	302	510	451	459	344	477	162	277	274	235	165	91^	56^	78^	62^		
10.30 - 11.00													A 17.1	32	1330	1558	802	253	924	301	510	466	453	339	472	181	278	265	201	163	81^	50^	81^	63^		

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PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																				
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING C' HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES												TEENS (12-17)		CHILDREN (2-11)								
														TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL 6-11									
EVENING CONT'D																																				
OMNIBUS(S)												186	A	6.4	13	498	1781	585	208^	632	181^	335^	374^	291^	240^	704	337^	433^	452^	224^	207^	248^	161^	197^	153^	
2 SUN. 7.00P - 7.30												96	A	5.9	12	459	1858	601	194^	646	198^	354^	373^	281^	236^	760	389^	472^	481^	221^	217^	244^	157^	208^	156^	
7.30 - 8.00													A	7.0	13	545	1677	558	212^	605	164^	312^	364^	290^	241^	640	285^	387^	416^	221^	194^	246^	160^	186^	149^	
ONE DAY AT A TIME												18	A	15.5	26	1206	1733	656	303	754	229	367	388	407	281	662	198	352	336	332	258	151^	94^	166^	112^	
2 SUN. 8.30P												99	B	22.0	32	1712	1834	785	315	873	249	416	380	395	383	629	171	299	287	299	279	147	85	185	130	
PALMERSTOWN												5	A	13.9	22	1081	1889	763	286	935	246	408	353	376	440	648	176	289	291	272	302	108^	53^	198	139	
TUE. 8.00P - 8.30												171	B	14.0	22	1089	1855	773	276	898	215	386	367	384	423	621	167	278	288	280	281	119	69	217	135	
8.30 - 9.00												175	A	13.2	21	1027	1923	767	285	940	236	398	348	382	453	661	187	283	278	264	318	112^	56^	216	144	
												96	A	14.6	22	1136	1840	756	281	924	250	414	360	370	424	627	164	289	298	276	287	107	52^	182	134	
PARK PLACE												2	A	16.6	28	1291	1539	716	228	820	177	340	308	377	423	487	110	208	208	258	245	59^	28^	173	103	
THU. 8.30P												192	B	16.6	28	1291	1539	716	228	820	177	340	308	377	423	487	110	208	208	258	245	59	28	173	103	
PETER AND PAUL-PART 1(S)												197	A	21.0	31	1634	1685	796	274	850	186	393	405	455	379	654	150	284	328	348	288	65^	59^	116^	65^	
1 SUN. 8.00P - 8.30												99	A	21.1	32	1642	1681	789	254	829	171	355	372	437	395	669	156	287	328	355	299	61^	56^	122^	60^	
8.30 - 9.00													A	20.3	29	1579	1668	783	259	835	175	382	411	453	373	657	147^	278	330	343	297	63^	56^	113^	63^	
9.00 - 9.30													A	21.5	31	1673	1732	810	284	876	202	421	423	463	377	653	151	289	341	350	275	70^	63^	133^	81^	
9.30 - 10.00													A	20.9	31	1626	1671	801	297	856	194	413	412	463	375	643	152	280	322	344	281	74^	64^	98^	58^	
PETER AND PAUL-PART 2(S)												197	A	16.5	27	1284	1737	792	321	873	250	477	467	446	318	695	203	379	382	356	238	76^	27^	93^	88^	
2 TUE. 9.00P - 9.30												99	A	16.8	26	1307	1797	829	343	906	255	483	484	464	331	685	214	359	356	336	243	83^	33^	123^	109^	
9.30 - 10.00													A	16.6	26	1291	1782	828	332	913	269	494	485	455	328	698	221	386	387	344	233	75^	27^	96^	90^	
10.00 - 10.30													A	16.4	28	1276	1730	780	308	868	253	479	464	441	314	713	192	388	407	381	242	68^	23^	81^	81^	
10.30 - 11.00													A	16.1	29	1253	1639	733	302	810	225	451	439	421	299	684	189^	382	381	364	231	72^	25^	73^	73^	
PRIVATE BENJAMIN												2	A	23.9	37	1859	1923	686	316	792	273	461	444	354	271	581	225	365	323	265	175	195	95	355	232	
MON. 8.00P												188	B	23.9	37	1859	1923	686	316	792	273	461	444	354	271	581	225	365	323	265	175	195	95	355	232	
QUINCY, M.E.												19	A	16.3	28	1268	1665	707	276	776	288	438	415	345	253	626	295	443	346	225	155	155	87^	108	98	
WED. 10.00P - 10.30												208	B	18.3	31	1424	1685	772	290	829	305	502	465	382	255	615	231	381	342	274	197	154	80	87	70	
10.30 - 11.00												202	A	16.2	27	1260	1711	718	281	789	298	452	426	349	252	630	288	442	340	226	161	171	91^	121	99	
												99	A	16.3	29	1268	1620	700	273	766	283	426	404	337	257	622	300	444	352	223	149	137	80^	95	95	
REAL PEOPLE												29	A	18.8	30	1463	1806	730	224	847	213	352	332	403	408	649	165	268	233	276	331	132	67^	178	130	
WED. 8.00P - 8.30												213	B	21.5	33	1673	1846	731	272	801	223	386	365	373	336	686	201	350	334	325	275	156	67	203	132	
8.30 - 9.00												209	A	18.2	30	1416	1809	749	208	863	222	358	328	393	425	644	147	242	217	278	351	136	73^	166	123	
												98	A	19.4	30	1509	1793	708	236	827	203	345	335	411	391	650	182	292	249	273	308	126	61^	190	138	
RIKER												5	A	10.7	21	832	1681	791	310	840	252^	429	489	425	304	631	182^	294	380	311	214^	95^	56^	115^	52^	
1 SAT. 10.00P - 10.30												187	B	11.3	21	879	1692	748	257	815	248	436	432	400	284	670	232	389	389	326	217	91	50	116	82	
10.30 - 11.00												99	A	10.7	20	832	1752	809	308	856	268^	455	513	408	301	666	191^	319	417	327	218^	103^	50^	127^	57^	
													A	10.6	21	825	1608	773	311	824	237^	399	465	442	309	595	172^	270^	344	296	211^	85^	63^	104^	46^	
60 MINUTES												30	A	25.2	45	1961	1678	694	264	773	179	345	361	408	347	764	220	383	374	361	304	83	41^	58^	53^	
SUN. 7.00P - 7.30												204	B	27.0	42	2101	1757	749	293	824	204	364	358	388	385	762	214	376	367	371	313	87	41	84	57	
7.30 - 8.00												204	A	24.0	45	1867	1686	699	264	780	190	350	357	401	354	757	212	369	368	364	307	84	43^	65	60^	
												99	A	26.4	45	2054	1666	691	263	766	166	340	360	415	345	768	225	393	382	358	300	81	39^	51^	46^	
SOAP												4	A	15.0	26	1167	1750	699	261	793	387	674	525	369	98^	686	395	568	485	252	88^	200^	126^	71^	54^	
CONT'D												194																								

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WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																	
														TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TEENS (12-17) TOTAL FEM.	CHILDREN (2-11) TOTAL 6-11				
EVENING CONT'D																															
SOAP-CONT'D																															
2 MON. 10.00P 60 ABC CS 98																															
10.00 - 10.30																															
10.30 - 11.00																															
TAXI																															
THU. 9.30P 30 ABC CS 11 198 191																															
THAT'S INCREDIBLE 26 202 202																															
MON. 8.00P 60 ABC PV 99 99																															
8.00 - 8.30																															
8.30 - 9.00																															
THAT'S MY LINE 2 175																															
1 SAT. 9.00P 60 CBS CV 97																															
9.00 - 9.30																															
9.30 - 10.00																															
THOSE AMAZING ANIMALS 24 179																															
1 SUN. 7.00P 60 ABC PV 96																															
7.00 - 7.30																															
7.30 - 8.00																															
THOSE AMAZING ANIMALS(B) 178																															
2 FRI. 8.00P 60 ABC PV 95																															
8.00 - 8.30																															
8.30 - 9.00																															
THREE'S COMPANY 21 200																															
2 TUE. 9.00P 30 ABC CS 99																															
TOO CLOSE FOR COMFORT 19 198																															
2 TUE. 9.30P 30 ABC CS 98																															
TRAPPER JOHN, M.D. 17 189 189																															
SUN. 10.00P 60 CBS GD 99 99																															
10.00 - 10.30																															
10.30 - 11.00																															
20/20 25 200 191																															
THU. 10.00P 60 ABC DN 99 96																															
10.00 - 10.30																															
10.30 - 11.00																															
TWO OF US 2 188 183																															
MON. 8.30P 30 CBS CS 99 98																															
VEGA\$ 19 186																															
2 WED. 10.00P 60 ABC PD 96																															
10.00 - 10.30																															
10.30 - 11.00																															
WALKING TALL 3 197																															
1 TUE. 10.00P 60 NBC OP 98																															
10.00 - 10.30																															
10.30 - 11.00																															

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

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PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		KEY	HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																										
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK- OF ING. HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17) TOTAL FEM.	CHILDREN (2-11) TOTAL 6-11																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																			
													TOTAL		18- 34	18- 49	25- 54	35- 64	55+	TOTAL	18- 34	18- 49			25- 54	35- 64	55+																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																
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PROGRAM AUDIENCE ESTIMATES (Alphabetic)

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PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																	
WK #	DAY	START TIME	DUR	NET	TYPE	PROG.	WK 1	WK 2	KEY	AVG. AUD. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	VIEWERS PER 1000 VIEWING						HOUSEHOLDS BY SPECIFIED CATEGORIES						TEENS (12-17)		CHILDREN (2-11)					
														TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL 6-11						
LATE FRINGE CONT'D																																	
NBA ON CBS-FRI.(S)-CONT'D																																	
		1.00 - 1.30							A	5.2	25	405	1435	346^252^	378^204^	252^252^	129^126^		978	610	836	607	226^142^	79^ LT	LT	LT							
		1.30 - 2.00							A	4.8	28	373	1603	317^247^	360^185^	246^246^	120^114^		1134	761	944	768	250^123^	109^ LT	LT	LT							
NBC LATE NIGHT MOVIE																																	
		11.30 - 12.00							A	2.0	6	156	1308	371^ 83^	371^ 44^	121^192^	205^179^		558^192^	378^217^	263^180^		379^ 65^	LT	LT								
1	SUN.	11.30P	103	NBC	FF	22	81	82	B	2.0	8	156	752	277 96	308 136	181 159	139 99		467^224^	346^163^	155^121^		324^ 81^	LT	LT								
2	SUN.	11.30P	60						A	1.7	7	132	917	83^ 61^	83^ 61^	61^ 83^	LT LT		523^341^	455^159^	114^ 68^		311^ 83^	LT	LT								
		12.00 - 12.30							A	2.3	12	179	782^	44^ 44^	44^ 44^	44^ 44^	LT LT		369^174^	258^146^	84^111^		369^157^	LT	LT								
POLICE STORY																																	
		1.00 - 1.30							A	3.7	29	288	1219	527 198^	631 261^	353^385^	225^184^		567 175^	323^372^	312^142^		LT LT	LT	LT								
1	WED.	1.08A	42	ABC	OP	7	162	162	B	3.1	23	241	1165	429 159	510 228	312 242	184 155		557 241	380 336	264 124		89 30	LT	LT								
2	WED.	1.08A	49						A	3.7	26	288	1306	559 181^	650 279^	386^413^	239^174^		621 267^	395^440	281^125^		17^ 17^	18^ 18^	18^ 18^								
		1.30 - 2.00							A	3.7	32	288	1132	503 207^	614 245^	322^358^	213^191^		507 86^	254^306^	341^152^		LT LT	LT	LT								
SATURDAY NIGHT																																	
		11.30 - 12.00							A	9.1	29	708	1644	496 234	614 339	474 377	220 97^		651 438	556 400	202 52^		269 158^	110^ 100^	110^ 100^								
1	SAT.	11.30P	80	NBC	GV	27	215	213	B	9.8	29	762	1551	509 246	574 303	436 337	226 102		639 383	518 411	228 73		269 132	69 60	69 60								
2	SAT.	11.30P	77						A	9.9	28	770	1599	532 217	630 325	482 409	246 107^		599 396	498 378	184 62^		228 120^	142^ 132^	142^ 132^								
		12.00 - 12.30							A	9.1	31	708	1705	488 232	613 351	482 372	213 90^		701 469	593 428	222 51^		286 168^	105^ 97^	105^ 97^								
		12.30 - 1.00							A	8.5	31	661	1626	472 291^	632 383	492 314^	200^ 94^		610 437	584 366	173^ 26^		362 253^	22^ LT	22^ LT								
TOMORROW COAST TO COAST-1																																	
			109				192	192	A	3.9	22	303	1211	564 228	660 251	399 331	310 214		502 235	346 238	182^119^		49^ LT	LT	LT								
1	M-W	12.30A	30	NBC	CC		98	98	B	3.8	20	296	1138	524 195	591 181	300 285	279 228		483 197	306 260	210 141		59 23	LT	LT								
1	THU.	1.00A	30																														
2	M-TH	12.30A	30																														
TOMORROW COAST TO COAST-2																																	
			109				193	193	A	2.5	20	195	979	369 113^	451 159^	200^154^	179^220^		512 235^	327 241^	200^128^		LT LT	LT	LT								
1	MON.	1.00A	45	NBC	CC		98	98	B	2.5	19	195	1007	418 134	481 146	237 227	222 195		483 216	338 286	202 113		41 LT	LT	LT								
1	TUE.	1.00A	56																														
1	WED.	1.00A	58																														
1	THU.	1.30A	55																														
2	MON.	1.00A	58																														
2	TUE.	1.00A	55																														
2	W & TH	1.00A	56																														
		1.00 - 1.30							A	2.9	20	226	1009	363 115^	438 151^	194^150^	172^226^		557 256^	358 261	208^137^		LT LT	LT	LT								
		1.30 - 2.00							A	2.2	19	171	1018	380 123^	480 158^	210^164^	193^228^		527 247^	334^234^	204^140^		LT LT	LT	LT								
		2.00 - 2.30							A	1.7	23	132	439^	318^ LT	318^ LT	LT 69^	288^249^		121^106^	106^ LT	LT LT		LT LT	LT	LT								
TONIGHT SHOW																																	
		11.30 - 12.00							A	7.3	26	568	1377	655 246	713 238	403 385	361 228		571 224	340 279	237 173		81^ 42^	12^ 9^	12^ 9^								
1	MTUWF	11.30P	60	NBC	GV	137	212	212	B	7.4	24	576	1347	617 235	661 206	354 333	322 245		586 221	345 305	270 190		84 36	16 10	16 10								
1	THU.	12.00M	60																														
2	M-F	11.30P	60																														
		11.30 - 12.00							A	8.3	26	646	1387	682 259	731 235	408 390	367 242		563 205	316 279	246 184		78^ 43^	15^ 9^	15^ 9^								
		12.00 - 12.30							A	6.7	27	521	1357	636 236	703 240	402 380	361 221		563 230	348 269	226 161		83^ 44^	LT	LT								
		12.30 - 1.00							A	4.5	26	350	1071	320^ 52^	422^177^	246^203^	175^139^		599^430^	502^266^	103^ 88^		50^ LT	LT	LT								
TUESDAY MOVIE-WEEK-PART 1																																	
		12.00 - 12.30							A	3.9	19	303	1380	546 242^	552 238^	436 358^	297^ 62^		799 337^	627 571	413 103^		29^ 16^	LT	LT								
TUE.		12.00M	71	ABC	FF	13	170	171	B	4.4	21	342	1287	492 194	556 255	393 310	274 100		642 312	452 335	267 150		84 30	LT	LT								
		12.00 - 12.30							A	4.4	18	342	1401	559 254^	559 233^	424 354	304^ 71^		805 346^	644 570	412 109^		37^ 15^	LT	LT								
		12.30 - 1.00							A	3.7	19	288	1389	542 247^	542 240^	442 358^	288^ 59^		823 354^	650 608	421 97^		24^ 24^	LT	LT								
TUESDAY MOVIE-WEEK-PART 2																																	
			13				170	171	A	2.8	19	218	1174	427^138^	468^184^	394^303^	279^ 46^		706 211^	459^469^	440^105^		LT LT	LT	LT								
CONT'D																																	

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PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		KEY	HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																	
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	AVG. AUD. %	AVG. SHARE %	AVG. (0,000)	TOTAL PERSONS (2+)	LADY WORK- OF HOUSE WOM.	VIEWERS PER 1000 VIEWING					HOUSEHOLDS BY SPECIFIED CATEGORIES					TEENS (12-17)		CHILDREN (2-11)									
								%	%				TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.		TOTAL 6-11							
LATE FRINGE CONT'D																																		
TUESDAY MOVIE-WEEK-CONT'D																																		
1	TUE.	1.11A	20	ABC	FF	95	95	B	3.8	27	296	1157	474	194	544	247	389	293	261	103	544	238	383	302	267	129	65	33	LT	LT				
2	TUE.	1.11A	18																															
WINGS IN SPACE-THU(S)																																		
1	THU.	11.41P	32	CBS	N	178	95	A	5.4	20	420	1386	660	255^	698	357^	474^	310^	243^	169^	665	311^	467^	436^	246^	155^	14v	LT	LT	LT				
WINGS IN SPACE-11.30PM(S)																																		
2	TUE.	11.30P	32	CBS	N	182	96	A	8.2	26	638	1585	568	404	739	269^	510	477	382	172^	746	314^	423	459	391	160^	70v	10v	30v	30v				
		11.30 - 12.00						A	8.3	26	646	1590	563	412	731	261^	502	472	380	173^	757	316^	428	468	398	162^	71v	10v	31v	31v				
WEEKDAY DAYTIME																																		
ABC AFTERSCHOOL SPECIAL(S)																																		
2	WED.	4.30P	60	ABC	FV	200	96	A	6.7	20	521	1344	385^	186^	532	286^	352^	192^	166^	156^	334^	170^	202^	143^	80v	111v	210^	173^	268^	150^				
		4.30 - 5.00						A	6.0	20	467	1298	373^	172^	520	289^	357^	181^	159^	154^	309^	141^	167^	135^	86v	122v	223^	176^	246^	150^				
		5.00 - 5.30						A	7.5	21	584	1346	384^	191^	528	278^	338^	197^	168^	153^	339^	187^	222^	147^	71v	95v	198^	167^	281^	146^				
ABC DAYTIME NEWSBRIEF-M-F																																		
1	M-F	1.57P	2	ABC	N	138	178	A	7.2	28	560	1257	775	211	904	464	693	508	334	173	198	90^	149	127	91^	29^	88^	82^	67^	37^				
2	MWTHF	1.57P	2			93	93	B	8.6	30	669	1327	824	202	925	492	707	545	335	164	213	100	158	111	85	49	99	79	90	33				
ABC SPECIAL REPORT-6.56AM(S)																																		
2	MON.	6.56A	34	ABC	N	160	85	A	1.6	19	124	992^	492^	49v	492^	298v	298v	113v	89v	194v	452v	LT	LT	194v	291v	258v	LT	LT	48v	LT				
		7.00 - 7.30						A	1.7	19	132	962^	484^	46v	484^	303v	303v	106v	83v	181v	440v	LT	LT	190v	288v	250v	LT	LT	38v	LT				
ABC SPECIAL REPORT-5.46PM(S)																																		
2	MON.	5.46P	6	ABC	N	177	93	A	9.6	24	747	1379	694	232^	741	355	435	368	265^	237^	473	173^	227^	172^	233^	198^	23v	23v	142^	91^				
ALICE-M-F																																		
	M-F	10.30A	30	CBS	CS	128	163	A	5.6	28	436	1372	522	146	646	280	399	277	215	209	280	110^	156	140	101^	102^	134^	90^	312	152				
						91	89	B	6.0	29	467	1462	655	165	759	334	481	364	294	232	290	114	155	120	119	117	117	63	296	124				
ALL MY CHILDREN																																		
1	M-F	1.00P	60	ABC	DD	137	197	A	7.7	30	599	1249	797	232	910	466	678	501	331	188	191	88^	136	106	82^	35^	87^	78^	61^	31^				
2	MON.	1.00P	7			99	99	B	9.1	33	708	1344	834	216	930	486	708	545	344	167	214	99	153	113	85	51	104	84	96	33				
		& 1.22P	38																															
2	W-F	1.00P	60																															
		1.00 - 1.30						A	7.4	29	576	1226	792	236	902	466	674	496	330	182	185	76^	125	95^	82^	42^	83^	74^	56^	24v				
		1.30 - 2.00						A	8.0	31	622	1251	787	224	903	459	671	496	326	192	198	95	145	116	85^	32^	87^	81^	63^	32^				
ANOTHER WORLD																																		
1	M-F	2.00P	60	NBC	DD	135	203	A	4.9	19	381	1184	784	199	916	270	444	391	428	420	183	49^	80^	47^	76^	103^	64^	53^	21v	14v				
2	MWTHF	2.00P	60			98	98	B	5.1	18	397	1204	783	187	879	279	459	424	370	361	217	46	64	48	81	140	50	39	58	28				
		2.00 - 2.30						A	5.0	20	389	1136	761	190	883	252	419	378	422	409	185	46^	83^	53^	78^	102^	55^	48^	13v	LT				
		2.30 - 3.00						A	4.9	19	381	1178	785	197	919	281	454	390	417	418	170	44^	68^	34v	75^	102^	62^	52^	27v	18v				
AS THE WORLD TURNS																																		
1	M-F	2.00P	60	CBS	DD	134	193	A	7.6	29	591	1284	783	167	945	196	423	401	453	456	224	42^	73^	55^	85^	149	60^	47^	55^	28^				
2	MWTHF	2.00P	60			99	99	B	8.0	28	622	1293	834	158	956	210	425	433	457	437	223	51	81	69	85	132	50	41	64	24				
		2.00 - 2.30						A	7.5	29	584	1265	768	165	931	186	414	396	455	452	221	39^	69^	54^	82^	150	54^	41^	59^	27^				
		2.30 - 3.00						A	7.7	29	599	1290	797	165	958	205	433	408	455	458	224	43^	73^	58^	85^	146	65^	53^	43^	21v				
BLOCKBUSTERS																																		
	M-F	10.30A	30	NBC	QG	117	145	A	3.8	19	296	1375	858	172^	902	176^	385	357	443	480	395	116^	153^	137^	128^	237	LT	LT	75^	50v				
						83	83	B	3.6	17	280	1424	808	105	881	213	343	316	334	478	401	92	145	152	167	226	41	LT	101	56				
CAPTAIN KANGAROO CONT'D																																		
						131	176	A	3.6	17	280	1279	257	50v	285	110^	167^	161^	157^	78^	121^	51v	79^	79^	70^	24v	61^	29v	812	150^				

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PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																	
																VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																	
																WOMEN		MEN		TEENS (12-17)		CHILDREN (2-11)											
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AVG. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORK-ING WOM.	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL 6-11					
WEEKDAY DAYTIME CONT'D																																	
CAPTAIN KANGAROO-CONT'D																																	
1	M-TH	8.00A	60	CBS	C	98	98	B	2.9	14	226	1361	362	85	389	194	265	202	142	99	133	46	75	73	70	46	47	24	792	156			
2	M-F	8.00A	60					A	3.4	16	265	1257	264	56v	290	109^	162^	170^	166^	79^	113^	41v	64^	75^	72^	27v	54v	27v	800	155^			
		8.00 - 8.30						A	3.8	18	296	1257	248	40v	272	104^	164^	152^	148^	76^	112^	48v	75^	70^	64^	24v	65^	31v	808	135^			
		8.30 - 9.00						A	1.1	4	86	1419^	187v	LT	256v	81v	198v	117v	175v	58v	454v	LT	LT	279v	232v	175v	LT	LT	709^	LT			
CAPTAIN KANGAROO-FRI(B)																																	
1	FRI.	8.00A	60	CBS	C	45	105	A	1.1	4	86	1326^	163v	LT	244v	81v	221v	140v	163v	LT	477v	LT	LT	303v	303v	174v	LT	LT	605v	LT			
		8.00 - 8.30						A	1.0	4	78	1590^	193v	LT	244v	64v	153v	89v	180v	91v	448v	102v	102v	268v	166v	180v	LT	LT	898^	LT			
		8.30 - 9.00						A	1.5	5	117	1231^	684^	52v	710^	85v	179v	188v	128v	497v	418v	119v	119v	LT	LT	299v	LT	LT	103v	60v			
CARD SHARKS-TUE(B)																																	
2	TUE.	4.00P	30	NBC	QG		71	A	2.9	13	226	1323	819	160^	842	151^	364	336	421	434	300	30v	60v	71^	155^	226^	97^	48v	84^	67v			
		4.00 - 4.30						B	3.1	12	241	1342	802	160	844	177	350	336	364	443	323	59	104	98	149	202	72	37	103	57			
		4.30 - 5.00						A	6.0	21	467	1985	596	134^	780	276^	480^	357^	286^	276^	313^	107v	212^	139^	137^	93v	124v	58v	768	367^			
CBS LIBRARY(S)																																	
1	TUE.	4.00P	60	CBS	CL	90	166	A	6.0	22	467	1966	670	152^	835	269^	511	395^	332^	301^	346^	171^	255^	139^	116v	85v	82v	56v	703	351^			
		4.00 - 4.30						A	6.0	20	467	1983	519	112v	722	280^	446^	313^	238^	254^	278^	42v	163^	132^	154^	104v	157^	58v	826	380^			
COLUMBIA:SHUTTLE BEGINS-2(S)																																	
							195	A	3.6	28	280	1514	561^	118v	561^	57v	246^	271^	354^	265^	499^	199v	239^	133v	197v	242^	150v	LT	304^	193v			
1	FRI.	6.00A	60	NBC	N	99		A	2.0	26	156	1006^	461^	32v	461^	32v	193v	193v	224v	268v	379v	160v	160v	63v	129v	219v	LT	LT	166v	122v			
		6.00 - 6.30						A	5.3	29	412	1655	581	143v	581	65v	262^	293^	394^	254^	526^	208^	258^	149^	210^	245^	206^	LT	342^	211^			
		6.30 - 7.00						A	8.7	25	677	1377	784	186^	829	128^	328^	318^	396	478	478	81v	151^	151^	185^	294^	35v	25v	35v	30v			
COLUMBIA:SHUTTLE LANDING(S)																																	
2	TUE.	12.00N	240	NBC	N	99	203	A	7.7	25	599	1272	782	103^	830	102^	285^	272^	401	528	442	98v	165^	156^	172^	267^	LT	LT	LT	LT			
		12.00 - 12.30						A	9.5	28	739	1369	829	74v	867	172^	347	305^	360	508	456	84^	141^	149^	195^	290^	LT	LT	46v	34v			
		12.30 - 1.00						A	11.1	29	864	1427	815	172^	861	177^	361	343	383	470	501	74^	126^	134^	201^	341	50v	50v	15v	11v			
		1.00 - 1.30						A	10.0	26	778	1460	869	252^	927	169^	409	389	440	483	464	63v	128^	128^	193^	305	40v	40v	29v	21v			
		1.30 - 2.00						A	9.1	25	708	1418	851	246^	917	144^	360	363	410	525	438	40v	138^	141^	171^	271^	32v	32v	31v	21v			
		2.00 - 2.30						A	7.9	24	615	1354	755	273^	800	100^	333^	340^	435	435	464	54v	146^	155^	209^	283^	55v	36v	35v	35v			
		2.30 - 3.00						A	7.4	23	576	1240	628	176^	647	50v	219^	235^	355^	412	517	116^	167^	169^	166^	297^	32v	LT	44v	44v			
		3.00 - 3.30						A	7.2	23	560	1339	639	164^	660	48v	230^	239^	353^	421^	505	134^	202^	181^	135^	249^	70v	29v	104v	89v			
		3.30 - 4.00																															
DAYS OF OUR LIVES																																	
1	M-F	1.00P	60	NBC	DD	99	204	A	5.7	22	443	1221	830	157	927	275	415	359	388	464	207	29v	74^	70^	99^	117^	64^	43^	23v	14v			
2	MON.	1.00P	8					B	5.7	21	443	1291	845	159	926	287	456	395	370	422	268	48	76	65	106	175	48	30	49	21			
		& 1.16P	44																														
2	W-F	1.00P	60																														
		1.00 - 1.30						A	5.6	22	436	1234	836	159	935	286	419	353	379	470	208	27v	75^	73^	98^	117^	68^	44^	23v	12v			
		1.30 - 2.00						A	5.7	22	443	1212	834	157	932	268	417	367	402	468	203	29v	70^	66^	100^	116^	61^	43^	16v	12v			
DOCTORS																																	
1	M-F	12.30P	30	NBC	DD	91	185	A	4.0	17	311	1238	913	135^	929	277	402	364	405	453	196	25v	61^	49v	119^	135^	62^	48v	51^	29v			
2	MWTHF	12.30P	30					B	3.8	15	296	1253	821	178	875	264	425	390	359	392	262	55	75	65	132	168	59	43	57	30			
EDGE OF NIGHT																																	
1	M-TH	4.00P	30	ABC	DD	82	154	A	4.2	15	327	1315	745	238	850	339	563	507	374	236	208	81^	109^	85^	71^	86^	129^	116^	128^	101^			
2	M-F	4.00P	30					B	5.0	15	389	1396	752	241	846	367	557	465	338	223	288	122	163	115	108	115	128	112	134	73			

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												VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																	
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TEENS (12-17) TOTAL FEM.	CHILDREN (2-11) TOTAL 6-11		
WEEKDAY DAYTIME CONT'D																													
EDGE OF NIGHT-FRI(B)						134		A	3.5	12	272	1213	856^268^	985	408^	618^	603^	394^	268^	67^	LT	LT	67^	67^	LT	77^	51^	84^	30^
1 FRI. 4.00P 30 ABC DD						66																							
FAMILY FEUD						137	186 187	A	5.5	24	428	1217	609 206	696	271	393	273	326	269	330	132^	169	135^	84^	150	88^	70^	103^	57^
1 M-F 12.00N 30 ABC QP						93 92		B	6.4	25	498	1367	740 172	825	338	498	406	355	266	313	117	164	134	122	133	86	63	143	65
2 MWTHF 12.00N 30																													
GENERAL HOSPITAL						132	200 199	A	9.7	35	755	1281	746 159	864	448	641	490	319	173	135	71^	90	58^	41^	36^	161	147	121	89
1 M-F 3.00P 60 ABC DD						99 99		B	11.4	37	887	1367	764 178	855	453	624	463	301	176	200	91	121	78	64	71	169	139	143	87
2 MWTHF 3.00P 60																													
3.00 - 3.30								A	9.4	35	731	1264	744 146	865	456	644	489	312	170	136	71^	91	54^	39^	37^	159	145	104	73^
3.30 - 4.00								A	10.0	34	778	1285	742 168	857	438	636	488	323	172	132	69^	90	61^	41^	33^	164	148	132	101
GOOD MORNING, AMERICA-730						138	202 202	A	4.9	26	381	1273	748 278	753	212	380	393	394	281	389	121^	166	166	173	162	39^	LT	92^	71^
1 M-TH 7.30A 30 ABC N						99 99		B	5.0	27	389	1334	727 239	776	224	404	401	392	284	396	119	177	159	169	177	57	14	105	66
2 M-F 7.30A 30																													
GOOD MORNING, AMERICA-830						139	198 201	A	5.6	26	436	1186	712 177	730	198	319	332	369	342	328	78^	145	160	170	147	38^	11^	90^	73^
1 M-TH 8.30A 30 ABC N						97 98		B	6.0	28	467	1212	753 190	787	221	368	382	384	339	342	92	141	142	150	168	24	11	59	27
1 FRI. 8.32A 28																													
2 M-F 8.30A 30																													
GUIDING LIGHT						134	195 193	A	7.5	27	584	1313	851 175	969	238	457	434	443	435	236	51^	80^	62^	97^	145	70^	53^	38^	21^
1 M-F 3.00P 60 CBS DD						99 99		B	8.2	26	638	1334	813 173	933	221	422	424	452	420	232	60	93	77	93	127	84	69	85	42
2 MWTHF 3.00P 60																													
2 TUE. 3.00P 37																													
& 3.49P 11																													
3.00 - 3.30								A	7.5	27	584	1307	851 174	964	231	448	431	440	439	230	44^	72^	58^	95^	148	72^	57^	41^	20^
3.30 - 4.00								A	7.5	26	584	1315	852 173	975	243	466	435	449	433	237	60^	91^	64^	96^	138	67^	49^	36^	22^
JEFFERSONS M-F						128	153 156	A	5.1	25	397	1388	561 157	649	281	427	328	262	164	276	136^	166	136^	83^	90^	122^	82^	341	162
1 M-TH 10.00A 30 CBS CS						89 88		B	5.2	25	405	1453	649 185	727	327	484	376	283	195	281	120	165	140	124	95	121	60	324	140
1 FRI. 10.10A 20																													
2 M-F 10.00A 30																													
LANDING-THE SPACE SHUTTLE(S)						198		A	9.3	27	724	1385	744 254^	811	316^	493	426	358	261^	464	104^	210^	212^	217^	224^	69^	43^	41^	27^
2 TUE. 12.00N 240 ABC N						97																							
12.00 - 12.30								A	7.0	23	545	1272	622 202^	723	312^	431^	377^	245^	220^	413^	123^	177^	171^	200^	198^	46^	46^	90^	30^
12.30 - 1.00								A	9.3	27	724	1315	743 279^	811	313^	516	459	332	224^	440	139^	207^	209^	184^	205^	LT	LT	64^	LT
1.00 - 1.30								A	11.2	29	871	1451	826 301	887	341	588	487	405	250^	490	116^	216^	218^	221^	253^	74^	38^	LT	LT
1.30 - 2.00								A	10.9	29	848	1532	789 293	870	305	524	446	417	298	531	86^	266^	274^	288	242^	99^	63^	32^	32^
2.00 - 2.30								A	10.4	29	809	1492	778 260^	854	315	515	436	394	284^	515	69^	199^	188^	276^	286^	83^	69^	40^	40^
2.30 - 3.00								A	9.1	28	708	1332	746 230^	814	313^	474	435	361	274^	474	100^	205^	220^	221^	230^	19^	19^	25^	25^
3.00 - 3.30								A	8.2	26	638	1303	701 210^	743	328^	440	370^	309^	254^	389	88^	196^	199^	167^	163^	114^	63^	57^	57^
3.30 - 4.00								A	8.0	25	622	1323	685 227^	734	300^	413	366^	349^	273^	412	126^	204^	204^	146^	180^	122^	55^	55^	55^
LAS VEGAS GAMBIT						116	137 136	A	3.1	15	241	1315	739 141^	805	154^	324	287	364	460	354	63^	104^	113^	133^	241^	53^	37^	103^	67^
1 M-TH 10.00A 30 NBC QG						76 75		B	3.2	15	249	1458	819 142	891	211	367	327	350	468	422	91	150	159	180	240	41	LT	104	51
2 M-F 10.00A 30																													
LOVE BOAT DAYTIME						139	194 192	A	5.1	24	397	1272	572 181	630	269	418	341	282	154	270	169	200	120^	65^	53^	158	121^	214	119^
M-F 11.00A 60 ABC CS						98 98		B	5.7	25	443	1369	668 185	731	356	511	393	278	180	263	142	181	112	89	66	139	96	236	109
11.00 - 11.30								A	4.8	24	373	1231	557 177	605	246	402	341	284	144^	260	162	194	116^	59^	53^	151^	113^	215	129^
11.30 - 12.00								A	5.5	25	428	1262	573 180	629	280	418	332	272	154	258	167	195	117^	63^	47^	165	124^	210	108^

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PROGRAM NAME		T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE	WK 1	WK 2	HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																						
								VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																						
								AVG. AUD. SHARE %	AVG. AUD. SHARE %	TOTAL PERSONS (2+)	LADY WORK- ING HOUSE WOM.	WOMEN					MEN					TEENS (12-17)		CHILDREN (2-11)						
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2					TOTAL	18- 34	18- 49	25- 54	35- 64	55+	TOTAL	18- 34	18- 49	25- 54	35- 64	55+	TOTAL FEM.	TOTAL 6-11					
WEEKDAY DAYTIME CONT'D																														
MORNING-CHARLES KURALT																														
1	M-TH	7.00A	60	CBS	N	98	98	A	3.2	18	249	1373	546	273	647	96^	148^252	373	366	570	133^	261	213^	349	236	51^v	24^v	105^	32^v	
2	M-F	7.00A	60					B	3.1	17	241	1306	577	272	647	108	234	297	382	315	512	110	226	222	309	226	39	20	108	27
		7.00 - 7.30						A	3.1	20	241	1419	521	265	634	82^	132^241^	345	369	651	182^	319	224^	381	257	59^v	33^v	75^	34^v	
		7.30 - 8.00						A	3.3	17	257	1284	564	268	642	108^	159^261	389	354	479	77^	194^192^	312	218^	39^v	17	124^	32^v		
NBC SPECIAL TREAT(S)																														
2	TUE.	4.00P	60	NBC	FV		182	A	7.4	21	576	1670	515	116^	603	204^	346^327^	274^214^	346^137^	175^112^	88^v171^	159^	89^v	562	312^					
		4.00 - 4.30						A	6.7	20	521	1618	537	125^	623	189^	328^340^	309^241^	297^112^v	138^	89^v	52^v159^	165^	96^v	533	305^				
		4.30 - 5.00						A	8.0	22	622	1717	495	108^	587	218^	362^318^	244^190^	390	162^	208^129^	117^182^	148^	81^v	592	319^				
NEWSBREAK-11.57																														
	M-F	11.57A	2	CBS	N	135	161	A	6.0	27	467	1343	623	205	779	243	396	311	311	345	384	69^	98^117^	126	243	58^	37^	122^	56^	
						89	89	B	6.5	28	506	1407	729	171	847	261	412	359	343	368	359	91	143	126	141	196	47	27	154	52
NEWSBREAK-3.57																														
	M-F	3.57P	2	CBS	N	134	177	A	6.0	20	467	1308	842	162	965	244	460	437	441	421	227	48^	78^	44^	98^145	71^	49^	45^	30^v	
						94	94	B	6.8	21	529	1351	810	167	934	232	417	416	444	416	234	59	96	80	92	126	96	78	87	47
ONE DAY AT A TIME-M-F																														
1	MWTHF	4.00P	30	CBS	CS	120	126	A	4.0	14	311	1521	605	110^	797	367^	502	330^	286^276^	237^	82^v	121^	92^v	132^	81^v	162^	67^v	325^	273^	
						75		B	4.5	14	350	1516	695	180	784	279	446	378	370	280	282	87	132	123	123	119	200	129	250	145
ONE LIFE TO LIVE																														
1	M-F	2.00P	60	ABC	DD	133	199	A	7.7	30	599	1205	801	189	892	439	645	516	342	189	163	78^	111	90^	52^	40^	88^	80^	62^	36^
2	MWTHF	2.00P	60			99	99	B	9.0	32	700	1294	820	184	904	482	671	515	320	171	201	90	127	85	67	69	95	81	94	37
		2.00 - 2.30						A	7.5	29	584	1176	786	181	876	428	635	508	342	184	152	71^	102	83^	50^	38^	91^	88^	57^	32^
		2.30 - 3.00						A	7.9	30	615	1210	806	189	893	443	644	519	338	190	169	83^	116	92^	51^	42^	84^	73^	64^	36^
PASSWORD PLUS																														
	M-F	11.30A	30	NBC	QG	136	188	A	4.2	19	327	1190	780	165^	820	187	337	327	395	413	278	48^	77^	89^	127^168^	15^v	17^	77^	46^v	
						93	91	B	4.4	19	342	1253	774	133	819	165	332	349	393	405	332	77	110	125	129	186	44	21	58	31
PRICE IS RIGHT 1																														
	M-F	11.00A	30	CBS	AP	136	192	A	5.9	29	459	1355	605	166	758	237	352	272	255	364	381	100^	137	129	115^217	61^	37^	155	44^	
						95	95	B	6.4	30	498	1423	711	168	827	272	406	339	320	366	361	91	144	124	139	199	53	26	182	56
PRICE IS RIGHT 2																														
	M-F	11.30A	30	CBS	AP	136	191	A	7.2	33	560	1354	614	187	769	230	364	282	280	368	392	69^	102^119	134	252	62^	40^	131	52^	
						95	95	B	7.3	32	568	1421	736	162	848	262	405	341	338	382	371	86	139	122	147	214	48	26	154	52
REAL LIFE STORIES-MON.(S)																														
2	MON.	4.00P	30	CBS	PV		135	A	2.6	9	202	1782	693^638^	1253	560^	699^317^	460^376^	257^v118^v	118^v118^v	60^v139^v	34^v	34^v	238^v	133^v						
						74																								
REAL LIFE STORIES-TUE.(S)																														
2	TUE.	4.00P	30	CBS	PV		142	A	2.9	10	226	1407	611^	93^v	699^221^v	371^429^	309^218^v	381^235^v	235^v155^v	97^v146^v	115^v	36^v	212^v	111^v						
						65																								
REAL LIFE STORIES-WED.(S)																														
2	WED.	4.00P	30	CBS	PV		142	A	3.3	12	257	1342	786^264^	942	269^	444^409^	280^393^	327^	LT	LT	105^v	168^v222^v	73^v	LT	LT	LT				
						73																								
REAL LIFE STORIES-THU.(S)																														
2	THU.	4.00P	30	CBS	PV		137	A	3.3	13	257	1805	1116	335^	1191	483^	642^464^	408^357^	215^v	24^v	24^v	24^v	94^v191^v	208^v	73^v	191^v	133^v			
						73																								
REAL LIFE STORIES-FRI.(S)																														
2	FRI.	4.00P	30	CBS	PV		122	A	2.1	7	163	1644	650^117^v	650^104^v	276^v294^v	301^v301^v	441^233^v	263^v	49^v	97^v178^v	258^v135^v			295^v	161^v					
						57																								
RYAN'S HOPE																														
1	M-F	12.30P	30	ABC	DD	137	187	A	5.4	23	42																			

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PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															
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PROGRAM AUDIENCE ESTIMATES (Alphabetic)

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PROGRAM NAME														AUDIENCE COMPOSITION													
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FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

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PROGRAM AUDIENCE ESTIMATES (Alphabetic)													AUDIENCE COMPOSITION																						
PROGRAM NAME WK # DAY START TIME DUR NET TYPE WK 1 WK 2													VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																						
													HOUSEHOLD AUDIENCES		WOMEN					MEN					TEENS (12-17)		CHILDREN (2-11)								
T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		KEY	AVG. AUD. SHARE %		AVG. AUD. (0,000)		TOTAL PERSONS (2+)	LADY WORK-ING OF HOUSE WOM.	TOTAL	18-34					18-49					TOTAL FEM.	TOTAL 6-11												
PROG. TYPE		WK 1 WK 2			%		(0,000)					18-34					18-49																		
WEEKEND DAYTIME CONT'D													A	3.0	12	233	1481	520^	86v	554^	86v	233v	305^	274^	249v	781^	185v	310^	262^	390^	374^	64v	64v	82v	65v
FAMILY CIRCLE TENN-CONT'D													A	3.0	13	233	1605	600^	26v	600^	47v	239v	300^	330^	300^	751^	142v	267^	261^	412^	425^	116v	116v	138v	73v
1.00 - 1.30													A	3.4	14	265	1517	555^	19v	555^	48v	200v	238^	352^	287^	690^	188v	347^	302^	325^	321^	151v	151v	121v	42v
1.30 - 2.00													A	3.8	11	296	1257	534^	115v	591^	78v	134v	210^	222^	381^	605^	142v	298^	321^	244^	284^	61v	61v	LT	LT
2.00 - 2.30													A	4.0	12	311	1164	405^	103v	569^	106v	168v	197^	151v	372^	563^	106v	299^	312^	264^	251^	32v	32v	LT	LT
FAMILY CIRCLE TENNIS-SUN(S)													A	3.7	10	288	1309	590^	80v	590^	77v	136v	212^	267^	378^	657^	174v	368^	368^	274^	289^	62v	62v	LT	LT
1 SUN. 2.30P 90 NBC SE													A	3.5	10	272	1375	648^	170v	648^	48v	107v	233^	273^	415^	636^	158v	235^	301^	198v	335^	91v	91v	LT	LT
2.30 - 3.00													A	4.2	19	327	1468	199^	134^	238^	156^	156^	50v	51v	82v	144^	97^	110^	71v	25v	22v	206^	74v	880	444
3.00 - 3.30													B	4.4	20	342	1652	203	73	228	117	148	107	76	65	160	73	112	87	72	38	222	90	1042	621
3.30 - 4.00													A	4.4	19	342	1377	125^	120^	154^	107^	128^	61v	21v	26v	105^	94^	94^	52v	LT	LT	185^	53v	933	543
FLINTSTONE'S COMEDY SHW 1													B	4.9	20	381	1699	191	65	225	123	155	101	71	57	170	83	125	88	73	36	243	92	1061	662
SAT. 9.00A 30 NBC CA													A	4.2	18	327	1673	303^	144^	340^	157^	209^	97^	104^	126^	211^	123^	178^	125^	77v	22v	259^	54v	863	515
FLINTSTONE'S COMEDY SHW 2													B	5.0	19	389	1687	241	93	278	148	189	103	83	79	218	107	166	110	94	44	262	112	929	576
SAT. 9.30A 30 NBC CA													A	7.8	35	607	1466	212	114^	214	99^	159^	119^	103^	47v	111^	73^	95^	22v	22v	16v	200	83^	941	642
FLINTSTONE'S COMEDY SHW 3													B	6.8	31	529	1610	210	71	220	119	158	119	79	48	135	73	108	76	51	24	162	70	1093	693
SAT. 10.00A 30 NBC CA													A	3.0	19	233	1236	119v	30v	124v	64v	64v	64v	LT	60v	96v	44v	74v	74v	43v	22v	111v	22v	905	459^
FONZ/HAPPY DAYS GANG													B	2.8	21	218	1475	161	44	171	90	103	79	56	56	124	66	91	67	49	25	107	LT	1073	618
SAT. 9.00A 30 ABC CA													A	3.6	18	280	1600	218^	64v	218^	133^	133^	57v	47v	85v	107v	53v	70v	46v	32v	37v	293^	56v	982	579
GODZILLA/HONG KONG 1													B	3.7	21	288	1683	207	55	214	106	137	112	76	61	151	94	112	69	44	30	169	49	1149	669
SAT. 8.00A 30 NBC CA													A	4.5	29	350	1257	74v	72v	94^	28v	59v	59v	66v	35v	157^	103^	123^	37v	37v	17v	37v	23v	969	609
GREATEST SUPERFRIENDS-1													B	3.8	26	296	1605	234	98	252	146	187	123	86	49	197	97	150	109	76	39	139	41	1017	593
SAT. 8.00A 30 ABC CA													A	6.1	30	475	1278	142^	95^	169^	114^	147^	75^	55v	22v	124^	79^	101^	22v	22v	23v	118^	50v	867	552
GREATEST SUPERFRIENDS-2													B	5.3	27	412	1563	210	83	225	126	167	114	83	44	142	70	114	83	56	25	168	68	1028	600
SAT. 8.30A 30 ABC CA													A	6.2	27	482	1595	206^	102^	217^	135^	156^	145^	66^	26v	231^	147^	206^	109^	67^	25v	310	148^	837	547
HEATHCLIFF & DINGBAT													B	6.7	27	521	1604	238	96	266	149	196	149	95	46	238	143	194	117	74	37	249	108^	851	519
SAT. 11.00A 30 ABC CA													A	4.8	27	373	1534	196^	73v	238^	88^	158^	150^	150^	LT	293^	189^	237^	124^	104^	LT	158^	51v	845	299^
IN THE NEWS- 8.26AM													B	4.7	27	366	1422	188	104	213	107	159	109	101	17	229	152	193	125	71	14	153	53	827	409
SAT. 8.26A 3 CBS CN													A	6.8	31	529	1518	320	113^	320	100^	182^	176^	147^	102^	244	130^	212^	132^	114^	LT	171^	86^	783	371
IN THE NEWS- 8.56AM													B	6.7	32	521	1535	217	105	257	145	201	124	90	37	274	201	242	134	73	16	169	83	835	457
SAT. 8.56A 3 CBS CN													A	7.8	34	607	1755	323	135^	353	128^	196^	165^	161^	104^	288	142^	230	179^	135^	35v	253	127^	861	379
IN THE NEWS- 9.26AM													B	8.4	37	654	1682	282	161	318	178	247	157	123	47	286	182	241	180	96	34	229	83	849	435
SAT. 9.26A 3 CBS CN													A	5.9	26	459	1956	382	137^	446	205^	254^	200^	178^	119^	309	208^	241^	128^	80^	50v	315	67^	886	465
IN THE NEWS-10.26AM													B	6.6	27	513	1680	276	122	322	181	241	164	113	64	341	210	275	192	101	57	181	53	836	404
SAT. 10.26A 3 CBS CN													A	5.1	21	397	1612	345	71v	345	167^	229^	164^	132^	89^	316	200^	248^	106^	98^	68v	236^	104^	715	378
IN THE NEWS-11.56AM													B	5.9	24	459	1576	307	111	321	171	230	158	95	85	332	242	279	170	67	49	173	67	750	386
SAT. 11.56A 3 CBS CN													A	4.3	18	335	1546	369	24v	369	196^	270^	150^	108^	80v	275^	144^	179^	112^	96^	96^	290^	120^	612	355^
IN THE NEWS-12.26PM													B	5.6	22	436	1585	335	102	372	187	265	160	120	103	307	206	244	134	65	59	209	75	697	377
SAT. 12.26P 3 CBS CN													A	5.4	22	420	1621	422	165^	422	214^	295	178^	127^	127^	286	162^	194^	147^	113^	92^	276^	216^	637	354
IN THE NEWS-12.56PM													B	5.6	21	436	1564	360	136	397	182	286	198	142	111	288	175	224	152	85	52	201	116	678	356
SAT. 12.56P 3 CBS CN																																			

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND APR. 1981 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES			AUDIENCE COMPOSITION															
																	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES															
WK #	DAY	START TIME	DUR	NET	TYPE	PROG.	WK 1	WK 2								WOMEN					MEN					TEENS (12-17)		CHILDREN (2-11)				

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND APR. 1981 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES			AUDIENCE COMPOSITION																		
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORK-ING WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)								
															TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL 6-11							
WEEKEND DAYTIME CONT'D																																			
NBA PLAYOFF-GM.1										3	190	184	A	9.8	32	762	1580	342	118^	354	91^	194	202	188	119^	1006	491	733	523	409	237	135^	23v	85^	63^
1 SUN. 1.00P 150 CBS SE										98	97	B	9.8	31	762	1549	308	96	330	79	164	169	166	127	956	469	671	504	394	237	143	19	120	100	
2 SUN. 1.00P 161																																			
1.00 - 1.30										A	7.9	30	615	1654	382	127^	393	104^	200	208	208	139^	981	529	749	508	353	212	145^	9v	135^	107			
1.30 - 2.00										A	10.1	34	786	1642	366	121^	372	92^	203	223	206	123^	1013	489	739	512	412	248	154	14v	103^	68^			
2.00 - 2.30										A	10.0	32	778	1586	342	103^	346	83^	187	197	176	125^	993	480	688	507	389	267	132^	24v	115^	96^			
2.30 - 3.00										A	10.3	31	801	1598	328	115^	342	91^	187	190	166	117^	1050	511	769	547	433	230	146^	34v	60^	46^			
3.00 - 3.30										A	10.6	31	825	1464	315	128^	340	93^	211	203	197	94^	977	443	710	530	448	224	111^	28v	36v	23v			
NBA PLAYOFF-GM.2										2		183	A	8.3	24	646	1861	462	195^	490	181^	283^	279^	217^	151^	996	473	732	609	413	214^	221^	LT	154^	147^
2 SUN. 3.41P 143 CBS SE											96	B	9.2	24	716	1605	376	146	425	152	226	231	182	146	883	424	632	530	377	202	158	LT	139	126	
4.00 - 4.30										A	8.5	26	661	1705	426	127^	464	97^	230^	245^	256^	176^	893	450	631	462	315^	235^	234^	9v	114^	85v			
4.30 - 5.00										A	8.3	24	646	1884	358^	137^	389	104^	212^	228^	205^	127^	993	437	724	660	460	203^	295^	LT	207^	207^			
5.00 - 5.30										A	8.1	23	630	2157	562	291^	576	264^	378	356^	228^	140^	1117	546	858	733	457	194^	242^	LT	222^	222^			
5.30 - 6.00										A	8.8	23	685	1872	542	237^	583	291^	360	322^	209^	158^	964	425	721	650	459	181^	166^	LT	159^	159^			
NBC MAJOR LEAGUE PRE GAME										2	202	212	A	4.9	20	381	1344	292^	21v	310^	43v	109^	119^	128^	170^	748	297^	454	315^	281^	275^	141^	57v	145^	57v
1 SAT. 2.30P 15 NBC SC											96	95	B	4.9	20	381	1344	292	21	310	43	109	119	128	170	748	297	454	315	281	275	141	57	145	57
2 SAT. 1.30P 18																																			
NBC MAJOR LEAGUE GAME										2	202	212	A	6.7	23	521	1278	372	100^	395	120^	193^	150^	133^	192^	747	260	402	308	287	319	66^	20v	70^	37v
1 SAT. 2.45P 138 NBC SE											96	98	B	6.7	23	521	1278	372	100	395	120	193	150	133	192	747	260	402	308	287	319	66	20	70	37
2 SAT. 1.48P 199																																			
2.00 - 2.30										A	6.0	24	467	1310	256^	47v	307^	87v	123v	76v	47v	184^	788	270^	480^	364^	312^	308^	136^	18v	79v	32v			
2.30 - 3.00										A	6.2	23	482	1212	282^	73v	313^	100v	120v	90v	41v	172^	810	277^	434^	259^	304^	376^	58v	LT	31v	31v			
3.00 - 3.30										A	6.6	23	513	1267	331	74^	333	94^	155^	113^	105^	169^	775	259	413	288	274	348	102^	27v	57v	46v			
3.30 - 4.00										A	6.8	23	529	1159	354	71^	354	111^	179^	142^	120^	175^	680	207^	338	280	278	316	46v	16v	79^	62^			
4.00 - 4.30										A	7.2	23	560	1241	412	136^	463	159^	257	216	173^	195^	662	226	323	295	263	289	46v	18v	70^	31v			
4.30 - 5.00										A	7.5	23	584	1353	466	153^	490	154^	258	196^	195^	220	773	304	439	345	282	300	35v	21v	55^	9v			
NEW FAT ALBERT SHOW										7	170	181	A	4.5	19	350	1514	357	37v	357	203^	259^	129^	85v	83v	271^	139^	188^	134^	97^	83v	269^	120^	617	320^
SAT. 12.00N 30 CBS CA											86	96	B	5.8	23	451	1440	311	110	341	176	244	151	106	95	255	161	200	131	71	51	171	68	673	344
PLASTICMAN/BABY PLAS SHOW										28	183	185	A	5.7	25	443	1460	161^	46v	161^	107^	107^	100^	31v	36v	223^	81^	154^	124^	91^	69^	256^	92^	820	506
SAT. 11.30A 30 ABC CA											95	95	B	6.2	25	482	1542	244	104	271	131	180	150	113	64	236	117	177	118	87	52	209	93	826	510
PRO BOWLERS TOUR										14	183	190	A	6.2	20	482	1533	601	193^	615	153^	337	351	325	217^	668	199^	397	368	316	219^	42v	16v	208^	114^
SAT. 3.30P 90 ABC SE											95	95	B	8.7	24	677	1600	604	195	647	189	331	313	294	263	700	234	381	339	298	269	113	45	140	105
3.30 - 4.00										A	5.1	17	397	1605	544	189^	571	138^	337	318	313	187^	724	229^	481	436	342	198^	59v	15v	251^	113^			
4.00 - 4.30										A	6.5	20	506	1443	601	201^	611	133^	327	378	347	211^	607	157^	335	322	306	212^	29v	13v	196^	125^			
4.30 - 5.00										A	7.0	21	545	1547	627	183^	638	177^	334	342	305	239	685	215^	390	362	306	244	40v	18v	184^	106^			
RICHIE RICH										23	194	195	A	8.2	35	638	1487	198	100^	198	103^	149^	116^	80^	41v	91^	57^	81^	24v	24v	10v	281	119^	917	602
SAT. 9.30A 30 ABC CA											99	99	B	7.7	31	599	1669	234	89	254	140	185	135	79	57	158	82	123	95	61	28	189	89	1068	669
SCHOOLHOUSE ROCK-8.26AM										24	177	178	A	4.9	29	381	1325	77v	72v	95^	34v	71v	71v	61v	24v	137^	97^	115^	18v	18v	22v	18v	18v	1075	695
SAT. 8.26A 3 ABC CN											90	92	B	4.5	28	350	1622	224	91	243	144	182	123	82	45	182	94	145	105	67	33	145	41	1052	621
SCHOOLHOUSE ROCK-10.26AM										28	194	195	A	7.6	33	591	1492	227	150^	229	123^	163^	118^	79^	59^	232	122^	186^	94^	85^	46v	233	136^	798	532
SAT. 10.26A 3 ABC CN											99	99	B	7.8	29	607	1573	223	91	249	142	184	124	80	51	190	108	159	105	66	27	211	109	923	570
SCHOOLHOUSE ROCK-10.56AM										23	194	192	A	6.8	29	529	1609	281	166^	281	172^	209^	142^	77^	62^	298	164^	263	140^	99^	35v	210^	123^	820	492
SAT. 10.56A 3 ABC CN											98	98	B	7.4	28	576	1624	253	108	273	162	206	147	86	51	258	159	216	122	78	37	247	116	846	516
SCHOOLHOUSE ROCK-11.55AM										26			A	2.1	10	163	1472	626^	160v	626^	331v	405^	368v	295v	221v	275v	111v	153v	42v	164v	122v	153v	74v	418^	251v
2 SUN. 11.55A 4 ABC CN											125	79	B	3.0	11	233	1447	486	171	520	174	248	206	175	243	393	153	218	185	129	150	103	48	431	272

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION														
																VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES														
WK #	DAY	START TIME	DUR	NET	TYPE	PROG.	WK 1	WK 2	KEY	AVG. AUD. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	18-34	18-49	25-54	35-64	55+	18-34	18-49	25-54	35-64	55+	18-34	18-49	25-54	35-64	55+	TEENS (12-17) TOTAL FEM.	CHILDREN (2-11) TOTAL 6-11
WEEKEND DAYTIME CONT'D																														
SCOOPY & SCRAPPY DOO																														
	SAT.	10.00A	30	ABC	CA		99	99																						
SPORTSWORLD																														
	1 SUN.	4.00P	19	NBC	SE		89	96																						
		4.25P	95																											
	2 SUN.	4.30P	90																											
		4.00 - 4.30																												
		4.30 - 5.00																												
		5.00 - 5.30																												
		5.30 - 6.00																												
SUNDAY MORNING																														
	SUN.	9.00A	90	CBS	N		83	83																						
		9.00 - 9.30																												
		9.30 - 10.00																												
		10.00 - 10.30																												
TARZAN/LONE RANGER-1																														
	SAT.	10.00A	30	CBS	CA		98	99																						
TARZAN/LONE RANGER-2																														
	1 SAT.	10.30A	10	CBS	CA		98	99																						
		& 10.51A	9																											
	2 SAT.	10.30A	30																											
30 MINUTES																														
	SAT.	1.30P	30	CBS	DN		86	89																						
THUNDARR-THE BARBARIAN																														
	1 SAT.	10.30A	9	ABC	CA		98	98																						
		& 10.55A	5																											
	2 SAT.	10.30A	30																											
TIME OUT-8:28AM																														
	SAT.	8.28A	2	NBC	CN		97	97																						
TIME OUT-9:28AM																														
	SAT.	9.28A	2	NBC	CN		98	99																						
TIME OUT-10:28AM																														
	SAT.	10.28A	2	NBC	CN		98	99																						
TIME OUT-11:28AM																														
	SAT.	11.28A	2	NBC	CN		83	84																						
TIME OUT-12:28PM																														
	SAT.	12.28P	2	NBC	CN		74	83																						
TOM AND JERRY																														
	SAT.	8.00A	30	CBS	CA		98	98																						
TOURN. OF CHAMPIONS-SAT(S)																														
	2 SAT.	5.07P	53	NBC	SE																									
		5.00 - 5.30																												
		5.30 - 6.00																												

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND APR. 1981 REPORT

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PROGRAM AUDIENCE ESTIMATES (ALPHABETIC)

2ND APR. 1961 REP.

PROGRAM NAME											AUDIENCE COMPOSITION																							
											VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																							
											HOUSEHOLD AUDIENCES		T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		K E Y		AVG. AUD. SHARE		AVG. AUD. (0,000)		TOTAL PERSONS (2+)		LADY WORK-ING HOUSE WOM.		WOMEN		MEN		TEENS (12-17)		CHILDREN (2-11)	
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	Y	AVG. %	AVG. %	AVG. (0,000)	TOTAL	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL 6-11								
WEEKEND DAYTIME CONT'D											196	A	4.0	12	311	1457	427^	LT	427^	LT	44^	94^	286^	333^	930	142^	303^	341^	483^	546^	19^	LT	81^	39^
TOURN. OF CHAMPIONS-SUN(S)											96	A	3.8	12	296	1453	521^	24^	521^	LT	50^	101^	351^	420^	798^	102^	192^	331^	411^	467^	23^	LT	111^	65^
2 SUN. 2.30P 120 NBC SE												A	4.0	12	311	1489	456^	LT	456^	LT	45^	99^	306^	357^	924	88^	268^	341^	505^	583^	22^	LT	87^	46^
2.30 - 3.00												A	4.2	13	327	1459	358^	LT	367^	LT	37^	73^	238^	294^	999	170^	385^	335^	520^	566^	16^	LT	77^	40^
3.00 - 3.30												A	4.2	13	327	1330	352^	15^	352^	LT	43^	86^	236^	266^	932	189^	332^	337^	461^	541^	LT	LT	37^	LT
3.30 - 4.00												A	5.0	26	389	1769	607^	264^	625	179^	301^	328^	329^	272^	767	304^	433^	378^	368^	265^	94^	LT	283^	183^
4.00 - 4.30												A	2.3	19	179	1067^	396^	190^	396^	168^	218^	224^	156^	128^	620^	258^	330^	190^	274^	256^	LT	LT	51^	51^
WINGS IN SPACE-SUN(S)											184	A	4.2	24	327	1703	568^	241^	586^	183^	271^	300^	310^	262^	888	395^	445^	288^	355^	346^	LT	LT	229^	105^
1 SUN. 6.30A 150 CBS N											99	A	5.5	29	428	1766	645	302^	659	193^	329^	367^	394^	279^	698	267^	367^	362^	339^	258^	99^	LT	310^	183^
6.30 - 7.00												A	6.4	29	498	1878	641	336^	667	188^	337^	366^	353^	276^	778	340^	485	417^	353^	233^	122^	LT	311^	223^
7.00 - 7.30												A	6.5	26	506	1974	635	208^	662	158^	283^	302^	326^	332^	801	262^	475	489	458^	253^	160^	LT	351^	244^
7.30 - 8.00																																		
8.00 - 8.30																																		
8.30 - 9.00																																		

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE. MON. APR. 6, 1981

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
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W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{															
	ABC TV	{															
	AVERAGE AUDIENCE (Households (000) & %)	{															
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{															
						20,540 26.4					27,390 35.2						
						THAT'S INCREDIBLE (OP)						MASADA PART II					
						14,940 19.2	16.8*		21.6*		19,920 25.6	24.2*		26.3*		26.3*	25.4*
						29	25 *		32 *		40	35 *		39 *		42 *	43 *
						15.6	17.9	21.4	21.8		23.9	24.6	26.2	26.4	26.7	25.9	26.0
						22,950 29.5		19,680 25.3		19,220 24.7		15,640 20.1		15,170 19.5			
						PRIVATE BENJAMIN		TWO OF US (OP)		M*A*S*H		HOUSE CALLS		LOU GRANT			
						20,070 25.8		17,660 22.7		17,040 21.9		14,390 18.5		12,060 15.5	15.4*		15.5*
						39		33		32		27		26	25 *		26 *
						25.1	26.5	22.6	22.8	21.5	22.3	18.7	18.3	15.4	15.5	15.7	15.4
						15,170 19.5				17,270 22.2							
						LITTLE HOUSE-PRAIRIE (R)(OP)						NBC MONDAY NIGHT MOVIES THE SACKETTS, PART 2(R)(OP)					
						11,440 14.7	14.4*		14.9*		12,210 15.7	16.0*		16.0*		15.5*	15.4*
						22	22 *		22 *		24	23 *		24 *		25 *	26 *
						14.9	14.0	14.8	15.1	15.7	16.3	16.3	15.7	15.4	15.5	15.3	15.5

W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{															
	ABC TV	{															
	AVERAGE AUDIENCE (Households (000) & %)	{															
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{															
						19,450 25.0					16,180 20.8				14,860 19.1		
						THAT'S INCREDIBLE						DYNASTY (OP)				SOAP	
						14,160 18.2	16.8*		19.6*		12,680 16.3	16.0*		16.7*		11,670 15.0	14.7*
						28	27 *		30 *		25	24 *		26 *		26 *	26 *
						16.4	17.2	19.3	19.9		16.1	16.0	16.3	17.0	15.2	15.4	15.0
						19,610 25.2		18,210 23.4		22,560 29.0		17,970 23.1		17,820 22.9			
						PRIVATE BENJAMIN		TWO OF US (OP)		M*A*S*H		HOUSE CALLS		LOU GRANT			
						17,120 22.0		16,260 20.9		19,840 25.5		16,420 21.1		14,700 18.9	18.6*		19.2*
						35		32		38		33		33	31 *		34 *
						21.0	22.9	20.9	20.9	24.6	26.3	21.2	21.0	18.3	18.9	19.0	19.3
						16,030 20.6				19,760 25.4				16,180 20.8			
						LITTLE HOUSE-PRAIRIE (R)(OP)						BOB HOPE'S SPRING FLING (SYS-OP)				GEORGE BURNS IN NASHVILLE (R)	
						10,810 13.9	12.7*		15.1*		14,160 18.2	17.9*		18.4*		12,290 15.8	15.3*
						22	20 *		23 *		28	27 *		29 *		27	27 *
						12.5	12.8	14.4	15.8	18.0	17.8	19.5	17.4	16.8	15.7	15.5	15.1

TV HOUSEHOLDS USING TV (See Def. 1)	WK. 1	59.6	61.0	61.1	62.5	65.3	67.5	67.3	68.4	68.4	69.3	68.1	66.9	63.0	61.3	60.0	57.7
	WK. 2	55.0	57.0	57.5	60.0	62.2	64.3	65.1	66.1	66.7	67.1	65.3	63.6	60.0	58.3	56.7	54.9

U.S. TV Households: 77,800,000

For explanation of symbols, See page A.

EVE. MON. APR. 13, 1981

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.TUE. APR.7, 1981

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					16,340 21.0		17,190 22.1		26,920 34.6							
	ABC TV					HAPPY DAYS		LAVERNE & SHIRLEY (OP)						MASADA PART III			
	AVERAGE AUDIENCE (Households (000) & %)					14,700 18.9		15,400 19.8		19,990 25.7	24.6*		25.2*		26.7*		26.3*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					30 18.0	19.8	31 18.9	20.6	41 24.3	38 *	25.0	39 *	25.4	44 *	27.2	46 *
K 2	TOTAL AUDIENCE (Households (000) & %)					14,000 18.0				18,910 24.3							
	CBS TV							PALMERSTOWN (OP)						CBS TUESDAY NIGHT MOVIES GATOR(R)			
	AVERAGE AUDIENCE (Households (000) & %)					10,270 13.2	12.9*		13.4*	11,670 15.0	13.9*		15.2*		15.6*		15.2*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					21 12.9	21 *		21 *	24 13.4	21 *	14.9	23 *	15.6	26 *	15.5	27 *
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					16,650 21.4				15,870 20.4				12,990 16.7			
	NBC TV							LOBO (OP)		BJ AND THE BEAR (R)(SUS-OP)					WALKING TALL (R)		
	AVERAGE AUDIENCE (Households (000) & %)					13,380 17.2	16.1*		18.3*	12,760 16.4	16.7*		16.2*	9,880 12.7	13.1*		12.2*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					27 15.6	26 *		29 *	25 16.8	26 *	16.4	25 *	22 13.5	21 *	12.8	21 *
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					16,340 21.0		14,940 19.2		18,980 24.4		18,360 23.6		17,820 22.9			
	ABC TV					HAPPY DAYS		LAVERNE & SHIRLEY		THREE'S COMPANY (R)		TOO CLOSE FOR COMFORT (R)(OP)			HART TO HART		
	AVERAGE AUDIENCE (Households (000) & %)					14,240 18.3		13,770 17.7		17,120 22.0		15,950 20.5		14,320 18.4	18.7*		18.0*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					29 17.6	19.0	27 17.4	18.0	33 21.4	22.6	32 20.3	20.7	32 18.9	32 *	18.5	32 *
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					14,390 18.5				19,140 24.6							
	CBS TV							PALMERSTOWN (OP)						PETER AND PAUL-PART 2			
	AVERAGE AUDIENCE (Households (000) & %)					11,360 14.6	13.5*		15.7*	12,840 16.5	16.8*		16.6*		16.4*		16.1*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					23 13.3	21 *		24 *	27 16.8	26 *	16.8	26 *	16.6	28 *	16.3	29 *
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					14,940 19.2		14,240 18.3		18,440 23.7							
	NBC TV					DAFFY DUCK'S EASTER SHOW (R)(OP)		BEAR'S EASTER SURPRISE						BJ AND THE BEAR (R)(OP)			
	AVERAGE AUDIENCE (Households (000) & %)					12,910 16.6		13,230 17.0		11,670 15.0	16.0*		15.6*		14.4*		14.1*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					26 16.4	16.9	26 16.7	17.3	25 15.9	24 *	16.0	24 *	15.2	24 *	14.5	25 *
TV HOUSEHOLDS USING TV WK. 1		56.3	59.2	60.0	61.3	61.4	63.0	63.6	64.8	64.9	65.4	65.4	65.0	62.0	60.0	58.1	55.8
(See Def. 1) WK. 2		56.1	57.6	58.7	60.6	62.9	64.1	64.7	66.6	65.6	65.9	64.9	63.1	59.7	58.4	57.2	55.1

U.S. TV Households: 77,800,009

For explanation of symbols, See page A.

EVE.TUE. APR.14, 1981

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.WED. APR.8, 1981

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	
WEEK 1	TOTAL AUDIENCE (Households (000) & %)					18,830 24.2				27,230 35.0								
	ABC TV					GREATEST AMERICAN HERO (OP)						MASADA PART IV						
	AVERAGE AUDIENCE (Households (000) & %)					14,470 18.6	17.8*			21,010 27.0	25.5*		27.0*			28.3*	27.4*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					29 17.5	28 *		19.3* 29 *	42 24.8	38 *		40 *			45 *	46 *	
WEEK 2	TOTAL AUDIENCE (Households (000) & %)					14,780 19.0				14,940 19.2								
	CBS TV					ENOS (OP)						CBS WEDNESDAY NIGHT MOVIE HARDHAT AND LEGS(R)						
	AVERAGE AUDIENCE (Households (000) & %)					11,590 14.9	14.2*			9,100 11.7	12.0*		11.9*			11.8*	11.2*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					23 13.8	23 *		15.6* 24 *	18 11.9	18 *		18 *			19 *	19 *	
WEEK 1	TOTAL AUDIENCE (Households (000) & %)					19,220 24.7				19,290 24.8				15,480 19.9				
	NBC TV					REAL PEOPLE (R)(OP)					DIFF'RENT STROKES (R)(OP)			QUINCY, M.E. (R)				
	AVERAGE AUDIENCE (Households (000) & %)					15,170 19.5	19.0*			16,030 20.6	20.5*		20.7*	11,900 15.3		15.1*	15.5*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					30 18.3	30 *		19.9* 30 *	31 20.2	31 *		31 *	25 15.1		24 *	26 *	
WEEK 2	TOTAL AUDIENCE (Households (000) & %)					18,130 23.3				15,790 20.3				15,090 19.4				
	ABC TV					GREATEST AMERICAN HERO					ALOHA PARADISE (OP)			VEGAS				
	AVERAGE AUDIENCE (Households (000) & %)					14,320 18.4	17.9*			12,210 15.7	15.1*		16.3*	11,670 15.0		15.4*	14.7*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					30 17.2	30 *		18.8* 30 *	26 14.6	24 *		27 *	28 15.4		28 *	29 *	
WEEK 1	TOTAL AUDIENCE (Households (000) & %)					12,600 16.2				15,170 19.5								
	CBS TV					ENOS (OP)						CBS WEDNESDAY NIGHT MOVIE THE LAST TYCOON						
	AVERAGE AUDIENCE (Households (000) & %)					9,800 12.6	11.8*			7,780 10.0	11.3*		10.6*			9.4*	8.9*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					21 11.2	20 *		13.4* 22 *	17 12.1	18 *		17 *			17 *	17 *	
WEEK 2	TOTAL AUDIENCE (Households (000) & %)					17,740 22.8				18,520 23.8		17,350 22.3		16,730 21.5				
	NBC TV					REAL PEOPLE (R)(OP)					DIFF'RENT STROKES (R)		FACTS OF LIFE (R)(SUS-OP)		QUINCY, M.E. (R)			
	AVERAGE AUDIENCE (Households (000) & %)					14,080 18.1	17.3*			16,570 21.3		15,560 20.0		13,380 17.2		17.3*	17.1*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					30 16.7	29 *		18.8* 30 *	34 20.9		33 20.3		32 17.5		31 *	33 *	
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	55.3	57.2	58.1	59.7	62.0	63.7	65.3	66.2	66.0	67.1	67.4	67.9	64.1	62.7	61.3	57.7
		WK. 2	53.9	55.4	56.3	57.6	58.8	60.4	62.1	62.1	61.9	62.0	61.5	60.5	55.9	54.3	52.5	50.3

U.S. TV Households: 77,800,000

For explanation of symbols, See page A

EVE.WED. APR.15, 1981

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					11,440 14.7		12,680 16.3		14,860 19.1		13,690 17.6		17,890 23.0				
	ABC TV					BOSOM BUDDIES		MORK & MINDY		BARNEY MILLER		TAXI (OP)				20/20		
	AVERAGE AUDIENCE (Households (000) & %)					9,800 12.6		11,050 14.2		12,910 16.6		12,600 16.2		13,230 17.0		17.3*	16.7*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					21 12.4	12.7	23 13.4	14.9	27 16.2	17.1	26 16.1	16.3	30 16.9	30 17.7	29 *	30 16.8	16.5
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					17,270 22.2		15,720 20.2		19,610 25.2				16,880 21.7				
	CBS TV					CHECKING IN		PARK PLACE (OP)				MAGNUM, P. I.				NURSE		
	AVERAGE AUDIENCE (Households (000) & %)					15,090 19.4		14,160 18.2		15,330 19.7	19.0*		20.4*	13,300 17.1	16.6*		17.5*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					33 18.7	20.1	30 18.6	17.9	32 18.4	31 *		33 *	30 16.5	28 *	28 *	32 *	17.3
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					15,020 19.3				18,360 23.6								
	NBC TV							BUCK ROGERS-25TH CENTURY (OP)						NBC THURSDAY NIGHT MOVIES DIAL "H" FOR MURDER (SUS-OP)				
	AVERAGE AUDIENCE (Households (000) & %)					11,050 14.2	13.6*		14.8*	11,280 14.5	14.1*		13.9*		15.3*		14.6*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					24 13.3	23 *		24 *	24 14.5	23 *		22 *		26 *		27 *	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					12,290 15.8		11,130 14.3		12,450 16.0		11,900 15.3		17,580 22.6				
	ABC TV					BOSOM BUDDIES (R)		MORK & MINDY		BARNEY MILLER (R)		TAXI (OP)				20/20		
	AVERAGE AUDIENCE (Households (000) & %)					10,040 12.9		9,800 12.6		10,580 13.6		10,580 13.6		13,620 17.5	17.3*		17.8*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					22 12.6	13.1	21 12.1	13.0	23 13.3	13.9	23 13.3	13.8	32 17.1	31 *	17.4	34 *	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					14,390 18.5		12,990 16.7		20,070 25.8				16,260 20.9				
	CBS TV					CHECKING IN		PARK PLACE (OP)				MAGNUM, P. I.				NURSE		
	AVERAGE AUDIENCE (Households (000) & %)					12,210 15.7		11,670 15.0		15,870 20.4	19.8*		21.1*	12,910 16.6	16.6*		16.7*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					27 15.1	16.2	25 14.8	15.3	34 19.1	33 *		35 *	31 16.7	29 *	16.5	32 *	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					12,210 15.7				13,150 16.9								
	NBC TV							BUCK ROGERS-25TH CENTURY (OP)						NBC THURSDAY NIGHT MOVIES FAMILY PLOT(R)(OP)				
	AVERAGE AUDIENCE (Households (000) & %)					9,020 11.6	11.2*		12.0*	7,780 10.0	9.0*		9.9*		10.8*		10.2*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					20 11.0	19 *		20 *	17 8.9	15 *		16 *	16 *	19 *	10.8	19 *	
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	53.2	54.2	54.9	57.6	58.1	59.6	60.4	61.8	61.0	61.8	62.0	62.3	60.2	58.3	56.1	53.9
		WK. 2	51.5	53.0	55.3	56.5	56.9	58.4	59.1	59.8	59.5	59.9	60.6	60.0	57.4	55.4	53.1	51.7

U.S. TV Households: 77,800,000

For explanation of symbols, See page A.

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	
WEEK 1	TOTAL AUDIENCE (Households (000) & %)					12,290 15.8		12,910 16.6		15,020 19.3								
	ABC TV					BENSON		I'M A BIG GIRL NOW (OP)						ABC FRIDAY NIGHT MOVIE CRAZY TIMES				
	AVERAGE AUDIENCE (Households (000) & %)					10,810 13.9		11,440 14.7		7,620 9.8								
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					25 13.2	14.6	26 14.9	14.5	17 11.9	11.4* 19 *		9.6* 16 *		9.1* 16 *		9.1* 17 *	
WEEK 1	TOTAL AUDIENCE (Households (000) & %)					15,560 20.0				23,810 30.6				28,710 36.9				
	CBS TV							HERE-PETER COTTONTAIL (R)(OP)			DUKES OF HAZZARD				DALLAS			
	AVERAGE AUDIENCE (Households (000) & %)					10,970 14.1	13.2*		15.0*	18,830 24.2	22.4*		26.1*	23,340 30.0	29.9*		30.1*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					25 13.2	23 * 13.1		26 * 15.5	41 21.2	38 * 23.5		43 * 26.9	54 29.6	52 * 30.2	30.6	56 * 29.5	
WEEK 1	TOTAL AUDIENCE (Households (000) & %)					13,460 17.3		11,900 15.3		12,450 16.0				8,710 11.2				
	NBC TV					HARPER VALLEY		BRADY BRIDES (OP)			NERO WOLFE (OP)						NBC MAGAZINE	
	AVERAGE AUDIENCE (Households (000) & %)					11,980 15.4		10,430 13.4		9,730 12.5	11.9*		13.1*	6,150 7.9	8.3*		7.4*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					27 14.8		23 16.0		21 11.6	20 * 12.3		22 * 13.1	14 8.8	15 * 7.8	7.5	14 * 7.3	
WEEK 2	TOTAL AUDIENCE (Households (000) & %)					13,150 16.9				11,900 15.3								
	ABC TV							THOSE AMAZING ANIMALS(B) (OP)						ABC FRIDAY NIGHT MOVIE THE FIFTH MUSKETEER				
	AVERAGE AUDIENCE (Households (000) & %)					9,180 11.8	11.6*		12.1*	6,770 8.7	8.8*		7.9*		8.7*		9.5*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					22 11.6	22 * 11.6		22 * 12.0	15 9.2	15 * 8.3		14 * 8.0		15 * 8.4		17 * 9.2	
WEEK 2	TOTAL AUDIENCE (Households (000) & %)					15,950 20.5				23,570 30.3				27,390 35.2				
	CBS TV							INCREDIBLE HULK (OP)			DUKES OF HAZZARD (R)				DALLAS			
	AVERAGE AUDIENCE (Households (000) & %)					11,510 14.8	13.1*		16.4*	19,610 25.2	24.1*		26.3*	24,350 31.3	31.1*		31.4*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					27 12.4	25 * 13.8		29 * 15.9	43 23.4	42 * 24.9		45 * 25.5	56 27.2	55 * 30.5	31.8	57 * 30.9	
WEEK 2	TOTAL AUDIENCE (Households (000) & %)					13,300 17.1		12,760 16.4		11,130 14.3				7,620 9.8				
	NBC TV					HARPER VALLEY (R)		BRADY BRIDES (OP)			NERO WOLFE (SUS-OP)						NBC MAGAZINE	
	AVERAGE AUDIENCE (Households (000) & %)					11,750 15.1		11,130 14.3		9,260 11.9	11.6*		12.3*	5,130 6.6	7.1*		6.0*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					28 14.5		26 15.7		20 11.2	20 * 11.9		21 * 12.7	12 11.9	13 * 7.4	6.7	11 * 6.2	
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	48.6	51.3	52.7	54.3	55.8	57.4	57.1	57.4	58.0	59.7	60.1	60.4	57.4	56.9	54.9	53.4
		WK. 2	48.2	49.8	50.3	52.2	52.1	53.9	55.2	56.2	57.8	58.3	58.4	58.5	57.1	56.5	55.4	54.3

U.S. TV Households: 77,800,000

For explanation of symbols, See page A.

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.SAT. APR.11, 1981

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	
WEEK 1	TOTAL AUDIENCE (Households (000) & %)					15,250 19.6	EIGHT IS ENOUGH			21,010 27.0	LOVE BOAT (R)(OP)			19,450 25.0	FANTASY ISLAND			
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)					11,440 14.7	13.0*		16.3*	17,350 22.3	21.6*		23.1*	15,560 20.0	20.5*		19.5*	
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %					26 12.4	23* 13.6		28* 17.0	39 21.2	38* 22.0		40* 23.3	39 20.8	39* 20.1		39* 19.6	
WEEK 1	TOTAL AUDIENCE (Households (000) & %)					12,680 16.3	WKRP IN CINCINNATI			11,050 14.2	FLO (OP)			11,280 14.5	THAT'S MY LINE			
	CBS TV														RIKER			
	AVERAGE AUDIENCE (Households (000) & %)					10,810 13.9			9,650 12.4	8,480 10.9	10.8*		11.0*	8,320 10.7	10.7*		10.6*	
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %					25 13.8			21 13.9	19 12.5	19* 12.3		19* 10.8	21 10.7	20* 10.7		21* 10.6	
WEEK 1	TOTAL AUDIENCE (Households (000) & %)					18,050 23.2	BARBARA MANDRELL (R)(OP)			13,930 17.9	CRASH ISLAND (SUS-OP)			11,670 15.0	HILL STREET BLUES (R)			
	NBC TV																	
	AVERAGE AUDIENCE (Households (000) & %)					13,380 17.2	17.0*		17.5*	9,960 12.8	13.0*		12.6*	8,950 11.5	11.0*		12.0*	
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %					30 16.4	31* 17.6		30* 17.4	22 13.5	23* 12.6		22* 12.8	22 10.8	21* 11.2		24* 12.1	
WEEK 2	TOTAL AUDIENCE (Households (000) & %)					14,470 18.6	EIGHT IS ENOUGH			17,820 22.9	LOVE BOAT (R)(OP)			16,960 21.8	FANTASY ISLAND (R)			
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)					10,740 13.8	12.8*		14.8*	14,550 18.7	18.5*		19.0*	13,380 17.2	17.4*		17.0*	
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %					26 12.4	25* 13.3		27* 14.4	34 15.2	34* 18.4		34* 18.8	32 17.4	32* 17.5		33* 17.2	
WEEK 2	TOTAL AUDIENCE (Households (000) & %)					9,180 11.8	WKRP IN CINCINNATI (R)			9,570 12.3	FLO (OP)			17,350 22.3	AFI-SALUTES FRED ASTAIRE			
	CBS TV																	
	AVERAGE AUDIENCE (Households (000) & %)					8,320 10.7			8,480 10.9	10,890 14.0	13.1*		13.3*		14.6*		14.9*	
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %					20 10.6			20 10.8	26 10.4	24* 11.4		24* 13.1	24* 13.6	27* 14.6		29* 14.5	
WEEK 2	TOTAL AUDIENCE (Households (000) & %)					15,870 20.4	BARBARA MANDRELL (R)(OP)			14,000 18.0	BJ AND THE BEAR (OP)			12,140 15.6	WALKING TALL			
	NBC TV																	
	AVERAGE AUDIENCE (Households (000) & %)					12,450 16.0	15.4*		16.6*	11,050 14.2	14.1*		14.4*	10,270 13.2	13.1*		13.4*	
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %					30 15.0	30* 15.8		30* 16.6	26 14.0	26* 14.2		26* 14.4	25 13.0	24* 13.2		26* 13.4	
TV HOUSEHOLDS USING TV		WK. 1	48.8	49.7	51.9	53.4	54.6	56.5	57.6	58.2	57.1	58.0	58.3	58.0	53.6	51.8	50.8	50.2
(See Def. 1)		WK. 2	45.0	47.4	49.2	50.2	51.6	52.9	54.2	55.4	55.5	54.9	55.3	56.0	54.6	54.2	52.5	51.8

U.S. TV Households: 77,800,000

For explanation of symbols, See page A.

EVE.SAT. APR.18, 1981

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.SAT. APR.11, 1981

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
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WEEK 1	TOTAL AUDIENCE (Households (000) & %)	{	7,310 9.4																	
	ABC TV		ABC WEEKEND REPORT- SAT.																	
	AVERAGE AUDIENCE (Households (000) & %)	{	7,240 9.3																	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	20 9.3																	
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	{																		
	CBS TV																			
	AVERAGE AUDIENCE (Households (000) & %)	{																		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%																		
WEEK 1	TOTAL AUDIENCE (Households (000) & %)	{	11,980 15.4																	
	NBC TV																			
	AVERAGE AUDIENCE (Households (000) & %)	{	7,080 9.1	9.6*		9.2*		8.5*												
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	28 9.7	26* 9.5		30* 9.2		31* 8.7												
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	{	5,290 6.8																	
	ABC TV		ABC WEEKEND REPORT- SAT.																	
	AVERAGE AUDIENCE (Households (000) & %)	{	5,130 6.6																	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	15 6.6																	
WEEK 1	TOTAL AUDIENCE (Households (000) & %)	{																		
	CBS TV																			
	AVERAGE AUDIENCE (Households (000) & %)	{																		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%																		
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	{	11,360 14.6																	
	NBC TV																			
	AVERAGE AUDIENCE (Households (000) & %)	{	7,080 9.1	10.1*		9.0*														
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	30 10.1	29* 10.0		32* 9.5			7.7	6.7										
TV HOUSEHOLDS USING TV			WK. 1	48.5	44.7	39.2	34.9	31.9	30.1	28.0	25.8	23.6	21.3	18.3	16.6	14.9	13.2	11.0	9.5	
(See Def. 1)			WK. 2	46.1	42.2	36.0	33.8	29.7	26.9	24.3	21.8	19.4	17.1	15.1	13.1	11.3	10.5	9.6	8.5	

U.S. TV Households: 77,800,000

For explanation of symbols, See page A

EVE.SAT. APR.18, 1981

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.SUN. APR.12, 1981

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45													
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{ 12,210 15.7		{ 20,070 25.8		{ 23,960 30.8																								
	ABC TV	THOSE AMAZING ANIMALS (R)		ALL STAR FAMILY FEUD (OP)		ABC SUNDAY NIGHT MOVIE CONVOY(R)																								
	AVERAGE AUDIENCE (Households (000) & %)	{ 8,870 11.4		{ 15,560 20.0		{ 14,940 19.2																								
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	19	10.9*	11.9*	19 *	18.3*	21.7*	14,940	19.2	18.6*	19.3*	20.3*	18.7*																	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{ 25,050 32.2		{ 25,750 33.1		{ 17,350 22.3										{ 19.0														
	CBS TV	60 MINUTES		PETER AND PAUL-PART 1 (OP)		TRAPPER JOHN, M.D. (R)																								
	AVERAGE AUDIENCE (Households (000) & %)	{ 19,840 25.5		{ 16,340 21.0		{ 13,690 17.6																								
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	42	24.6*	26.4*	42 *	21.1*	20.3*	21.5*	20.9*	13,690	18.0*	17.2*																		
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{ 15,640 20.1		{ 20,310 26.1		{ 14,320 18.4						{ 17.4																		
	NBC TV	CHIPS (R)		BIG EVENT FUGITIVE FROM THE EMPIRE(OP)		HEAVEN ON EARTH																								
	AVERAGE AUDIENCE (Households (000) & %)	{ 10,890 14.0		{ 12,530 16.1		{ 11,440 14.7																								
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	23	12.4*	15.6*	25 *	16.4*	16.1*	16.1*	15.9*	11,440	15.0*	14.5*																		
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{ 8,710 11.2		{ 28,160 36.2		{ 15,870 20.4						{ 15.2																		
	ABC TV	OMNIBUS (OP)		ABC SUNDAY NIGHT MOVIE THE TEN COMMANDMENTS(R) (8:00-12:21AM) (SUSTAINING 12:21-12:31AM)																										
	AVERAGE AUDIENCE (Households (000) & %)	{ 4,980 6.4		{ 16,180 20.8		{ 14,630 18.3																								
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	13	5.9*	7.0*	13 *	16.7*	19.9*	21.2*	21.9*	14,630	22.6*	22.8*																		
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{ 24,820 31.9		{ 13,300 17.1		{ 13,150 16.9		{ 16,800 21.6		{ 15,640 20.1		{ 15,090 19.4																		
	CBS TV	60 MINUTES		ARCHIE BUNKER'S PLACE (R)		ONE DAY AT A TIME (OP)		ALICE (R)		JEFFERSONS (R)		TRAPPER JOHN, M.D. (R)																		
	AVERAGE AUDIENCE (Households (000) & %)	{ 19,370 24.9		{ 11,510 14.8		{ 12,060 15.5		{ 14,630 18.3		{ 14,240 18.3		{ 11,980 15.4																		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	49	23.4*	26.4*	49 *	15.0	15.0	17.9	19.6	18.3	18.3	15.9	15.5	15.2	15.0															
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{ 11,130 14.3		{ 14,700 18.9		{ 15,870 20.4										{ 15.2														
	NBC TV	DISNEY'S WONDERFUL WORLD LEFTY(R)		CHIPS (R)(OP)		BIG EVENT CAPRICORN ONE(R)(SUS-OP)																								
	AVERAGE AUDIENCE (Households (000) & %)	{ 7,080 9.1		{ 11,510 14.8		{ 9,570 12.3																								
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	18	8.4*	9.8*	18 *	14.4*	15.2*	12.8*	11.6*	9,570	12.3*	12.6*																		
TV HOUSEHOLDS USING TV		WK. 1	56.9	60.0	62.0	63.4	65.4	67.4	68.7	69.1	69.5	69.0	68.7	67.5	63.2	60.8	57.7													
(See Def. 1)		WK. 2	47.1	49.7	52.3	54.5	54.8	57.6	59.4	61.2	61.1	60.8	60.0	59.8	57.6	56.9	54.6													

U.S. TV Households: 77,800,000

For explanation of symbols, See page A.

EVE.SUN. APR.19, 1981

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.SUN. APR.12, 1981

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{ 4,050 5.2															
	ABC TV	ABC WEEKEND REPORT-SUN.															
	AVERAGE AUDIENCE (Households (000) & %)	{ 3,970 5.1															
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{ 11 5.1															
K 1	TOTAL AUDIENCE (Households (000) & %)	{ 6,150 7.9															
	CBS TV	CBS SUNDAY NEWS- BRADLEY															
	AVERAGE AUDIENCE (Households (000) & %)	{ 5,990 7.7															
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{ 16 7.7															
1	TOTAL AUDIENCE (Households (000) & %)	{ 3,810 4.9															
	NBC TV																
	AVERAGE AUDIENCE (Households (000) & %)	{ 1,870 2.4															
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{ 10 2.6															
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{ 3,350 4.3															
	ABC TV	ABC SUNDAY NIGHT MOVIE THE TEN COMMANDMENTS(R) (8:00-12:30AM) (SUSTAINING 12:31-12:31AM)															
	AVERAGE AUDIENCE (Households (000) & %)	{ 3,030 3.9															
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{ 22.5* 48 *															
K 2	TOTAL AUDIENCE (Households (000) & %)	{ 5,130 6.6															
	CBS TV	CBS SUNDAY NEWS- BRADLEY															
	AVERAGE AUDIENCE (Households (000) & %)	{ 5,060 6.5															
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{ 13 6.5															
2	TOTAL AUDIENCE (Households (000) & %)	{ 1,790 2.3															
	NBC TV																
	AVERAGE AUDIENCE (Households (000) & %)	{ 780 1.0															
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{ 3 1.4															
TV HOUSEHOLDS USING TV WK. 1		47.9	42.4	33.5	28.5	24.1	21.6	19.8	18.1	15.3	12.9	10.4	8.6	7.4	6.4	5.5	4.8
(See Def. 1) WK. 2		49.3	44.7	38.6	34.0	29.8	26.6	19.4	15.8	12.6	11.2	9.4	8.3	7.3	6.1	4.9	4.2

U.S. TV Households: 77,800,000

For explanation of symbols, See page A

EVE.SUN. APR.19, 1981

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY MON.-FRI. APR. 6-10, 1981

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W																
ABC TV																
TOTAL AUDIENCE (Households (000) & %)																
AVERAGE AUDIENCE (Households (000) & %)																
SHARE OF AUDIENCE %																
AVG. AUD. BY ¼ HR. %																
E																
CBS TV																
TOTAL AUDIENCE (Households (000) & %)																
AVERAGE AUDIENCE (Households (000) & %)																
SHARE OF AUDIENCE %																
AVG. AUD. BY ¼ HR. %																
K																
NBC TV																
TOTAL AUDIENCE (Households (000) & %)																
AVERAGE AUDIENCE (Households (000) & %)																
SHARE OF AUDIENCE %																
AVG. AUD. BY ¼ HR. %																
W																
ABC TV																
TOTAL AUDIENCE (Households (000) & %)																
AVERAGE AUDIENCE (Households (000) & %)																
SHARE OF AUDIENCE %																
AVG. AUD. BY ¼ HR. %																
E																
CBS TV																
TOTAL AUDIENCE (Households (000) & %)																
AVERAGE AUDIENCE (Households (000) & %)																
SHARE OF AUDIENCE %																
AVG. AUD. BY ¼ HR. %																
K																
NBC TV																
TOTAL AUDIENCE (Households (000) & %)																
AVERAGE AUDIENCE (Households (000) & %)																
SHARE OF AUDIENCE %																
AVG. AUD. BY ¼ HR. %																
2																
ABC TV																
TOTAL AUDIENCE (Households (000) & %)																
AVERAGE AUDIENCE (Households (000) & %)																
SHARE OF AUDIENCE %																
AVG. AUD. BY ¼ HR. %																
E																
CBS TV																
TOTAL AUDIENCE (Households (000) & %)																
AVERAGE AUDIENCE (Households (000) & %)																
SHARE OF AUDIENCE %																
AVG. AUD. BY ¼ HR. %																
K																
NBC TV																
TOTAL AUDIENCE (Households (000) & %)																
AVERAGE AUDIENCE (Households (000) & %)																
SHARE OF AUDIENCE %																
AVG. AUD. BY ¼ HR. %																
TV HOUSEHOLDS USING TV																
(See Def. 1)																
WK. 1	13.7	16.4	18.4	19.6	21.2	22.1	22.4	22.1	21.3	20.9	20.8	20.6	19.9	19.5	19.0	18.8
WK. 2	10.0	13.0	14.8	16.5	19.0	20.8	21.6	21.7	21.7	21.9	21.9	22.2	21.9	22.2	21.5	21.5

U.S. TV Households: 77,800,000

For explanation of symbols, See page A.

DAY MON.-FRI. APR. 13-17, 1981

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY MON.-FRI. APR. 6-10, 1981

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{ 5,060 6.5		{ 4,980 6.4		{ 4,750 6.1		{ 7,700 9.9		{ 8,170 10.5		{ 8,170 10.5		{ 8,170 10.5		{ 8,170 10.5	
	ABC TV	LOVE BOAT DAYTIME		FAMILY FEUD		RYAN'S HOPE (SUS-OP)		ALL MY CHILDREN (OP)		ONE LIFE TO LIVE (SUS-OP)							
	AVERAGE AUDIENCE (Households (000) & %)	{ 3,660 4.7		{ 4,120 5.3		{ 3,890 5.0		{ 5,910 7.6		{ 6,070 7.8		{ 6,070 7.8		{ 6,070 7.8		{ 6,070 7.8	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{ 24 4.2		{ 24 4.6		{ 25 5.2		{ 31 6.9		{ 32 8.0		{ 32 8.1		{ 32 8.1		{ 32 8.1	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{ 4,900 6.3		{ 6,070 7.8		{ 5,130 6.6		{ 7,470 9.6		{ 7,470 9.6		{ 7,470 9.6		{ 7,470 9.6		{ 7,470 9.6	
	CBS TV	PRICE IS RIGHT 1		PRICE IS RIGHT 2 (OP)		SEARCH FOR TOMORROW		YOUNG AND THE RESTLESS		AS THE WORLD TURNS							
	AVERAGE AUDIENCE (Households (000) & %)	{ 4,280 5.5		{ 5,290 6.8		{ 4,510 5.8		{ 5,680 7.3		{ 5,760 7.4		{ 5,760 7.4		{ 5,760 7.4		{ 5,760 7.4	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{ 30 5.3		{ 34 6.5		{ 26 5.8		{ 29 6.6		{ 29 7.2		{ 30 7.8		{ 30 7.8		{ 30 7.8	
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{ 4,050 5.2		{ 3,500 4.5		{ 2,570 3.3		{ 3,660 4.7		{ 5,600 7.2		{ 4,590 5.9		{ 4,590 5.9		{ 4,590 5.9	
	NBC TV	WHEEL OF FORTUNE		PASSWORD PLUS		CARD SHARKS		DOCTORS		DAYS OF OUR LIVES		ANOTHER WORLD					
	AVERAGE AUDIENCE (Households (000) & %)	{ 3,420 4.4		{ 3,030 3.9		{ 2,180 2.8		{ 3,110 4.0		{ 4,360 5.6		{ 3,580 4.6		{ 3,580 4.6		{ 3,580 4.6	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{ 24 4.4		{ 20 3.9		{ 13 2.7		{ 18 3.9		{ 23 5.5		{ 22 5.6		{ 22 5.6		{ 22 5.6	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{ 6,220 8.0		{ 5,370 6.9		{ 5,370 6.9		{ 8,250 10.6		{ 7,860 10.1		{ 7,860 10.1		{ 7,860 10.1		{ 7,860 10.1	
	ABC TV	LOVE BOAT DAYTIME (SUS-OP)		FAMILY FEUD (MMTHF)(S)(OP)		RYAN'S HOPE (MMTHF)(S)(OP) (SUS-OP)		ALL MY CHILDREN (MMTHF)(S)(OP) (SUS-OP)		ONE LIFE TO LIVE (MMTHF)(S)(OP) (SUS-OP)							
	AVERAGE AUDIENCE (Households (000) & %)	{ 4,360 5.6		{ 4,430 5.7		{ 4,590 5.9		{ 6,150 7.9		{ 5,910 7.6		{ 5,910 7.6		{ 5,910 7.6		{ 5,910 7.6	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{ 25 4.8		{ 24 5.5		{ 25 5.8		{ 30 7.5		{ 31 8.0		{ 31 8.0		{ 31 8.0		{ 31 8.0	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{ 5,680 7.3		{ 6,610 8.5		{ 5,450 7.0		{ 7,860 10.1		{ 7,620 9.8		{ 7,620 9.8		{ 7,620 9.8		{ 7,620 9.8	
	CBS TV	PRICE IS RIGHT 1		PRICE IS RIGHT 2 (OP)		(S)(OP)		SEARCH FOR TOMORROW (MMTHF)(S)(OP)		YOUNG AND THE RESTLESS (MMTHF)(S)(OP) (SUS-OP)		AS THE WORLD TURNS (MMTHF)(S)(OP)					
	AVERAGE AUDIENCE (Households (000) & %)	{ 4,620 6.2		{ 5,910 7.6		{ 4,820 6.2		{ 5,840 7.5		{ 6,150 7.9		{ 6,150 7.9		{ 6,150 7.9		{ 6,150 7.9	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{ 29 6.0		{ 33 7.5		{ 26 6.1		{ 29 7.4		{ 29 7.5		{ 30 7.9		{ 30 8.1		{ 30 8.1	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{ 4,670 6.0		{ 3,970 5.1		{ 2,800 3.6		{ 3,810 4.9		{ 5,760 7.4		{ 5,210 6.7		{ 5,210 6.7		{ 5,210 6.7	
	NBC TV	WHEEL OF FORTUNE		PASSWORD PLUS		CARD SHARKS (MMTHF)(S)(OP)		DOCTORS (MMTHF)(S)(OP)		DAYS OF OUR LIVES (MMTHF)(S)(OP) (SUS-OP)		ANOTHER WORLD (MMTHF)(S)(OP)					
	AVERAGE AUDIENCE (Households (000) & %)	{ 4,050 5.2		{ 3,420 4.4		{ 2,410 3.1		{ 3,190 4.1		{ 4,510 5.8		{ 4,200 5.4		{ 4,200 5.4		{ 4,200 5.4	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{ 24 5.1		{ 19 4.3		{ 13 3.0		{ 17 4.1		{ 22 5.8		{ 23 5.9		{ 23 5.9		{ 23 5.9	
TV HOUSEHOLDS USING TV		WK. 1	18.4	18.9	19.3	20.6	22.5	23.5	22.3	22.9	23.9	25.0	24.7	25.3	24.9	25.5	25.8
(See Def. 1)		WK. 2	21.5	22.5	23.2	24.0	25.3	26.3	25.8	26.7	27.6	28.3	27.8	27.9	27.7	28.4	28.4

U.S. TV Households: 77,800,000

For explanation of symbols, See page A

DAY MON.-FRI. APR. 13-17, 1981

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY MON.-FRI. APR. 6-10, 1981

		DAY MON.-FRI. APR.6-10, 1981																	
TIME		3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45		
WEEK 1	ABC TV																		
	TOTAL AUDIENCE (Households (000) & %)	{ 10,110 13.0	GENERAL HOSPITAL (SUS-OP)				EDGE OF NIGHT (M-TH)(OP)								10,810 13.9 ABC WORLD NEWS TONIGHT				
	AVERAGE AUDIENCE (Households (000) & %)	{ 7,780 10.0					3,420 4.4												
	SHARE OF AUDIENCE %	{ 36	9.6*				36 *												
WEEK 2	CBS TV																		
	TOTAL AUDIENCE (Households (000) & %)	{ 7,240 9.3	GUIDING LIGHT (OP)				3,970 5.1								11,750 15.1 CBS EVENING NEWS-RATHER				
	AVERAGE AUDIENCE (Households (000) & %)	{ 5,680 7.3	7.3*				3,110 4.0								10,500 13.5				
	SHARE OF AUDIENCE %	{ 26	27 *				14								26				
WEEK 3	NBC TV																		
	TOTAL AUDIENCE (Households (000) & %)	{ 4,280 5.5	TEXAS															10,810 13.9 NBC NIGHTLY NEWS	
	AVERAGE AUDIENCE (Households (000) & %)	{ 3,190 4.1	3.8*															9,570 12.3	
	SHARE OF AUDIENCE %	{ 15	14 *															24	
WEEK 4	ABC TV																		
	TOTAL AUDIENCE (Households (000) & %)	{ 9,410 12.1	GENERAL HOSPITAL (MTHF)(S)(OP) (SUS-OP)				EDGE OF NIGHT (S)(OP)				(S)(OP)				10,810 13.9 ABC WORLD NEWS TONIGHT				
	AVERAGE AUDIENCE (Households (000) & %)	{ 7,310 9.4	9.2*				3,110 4.0								9,410 12.1				
	SHARE OF AUDIENCE %	{ 33	33 *				14								24				
WEEK 5	CBS TV																		
	TOTAL AUDIENCE (Households (000) & %)	{ 7,550 9.7	GUIDING LIGHT (OP) (SUS-OP)				(S)(OP)								11,670 15.0 CBS EVENING NEWS-RATHER				
	AVERAGE AUDIENCE (Households (000) & %)	{ 5,990 7.7	7.6*												10,190 13.1				
	SHARE OF AUDIENCE %	{ 27	27 *				26 *								26				
WEEK 6	NBC TV																		
	TOTAL AUDIENCE (Households (000) & %)	{ 4,590 5.9	TEXAS (MTHF)(S)(OP)				(OP)(S)(OP)								10,190 13.1 NBC NIGHTLY NEWS				
	AVERAGE AUDIENCE (Households (000) & %)	{ 3,500 4.5	4.3*				4.6*								9,100 11.7				
	SHARE OF AUDIENCE %	{ 16	16 *				16 *								23				
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	26.7	28.1	29.1	30.0	29.0	30.6	31.4	33.7	36.2	38.1	40.4	42.9	46.1	48.7	50.4	52.6	
		WK. 2	27.8	29.1	29.8	29.9	28.5	30.0	31.3	33.4	35.1	37.6	39.5	42.5	45.9	48.4	50.0	51.2	

U.S. TV Households: 77,800,000

For explanation of symbols, See page A.

DAY MON.-FRI. APR. 13-17, 1981

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SAT. APR. 11, 1981

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					4,430 5.7		5,910 7.6		7,390 9.5		8,010 10.3		8,480 10.9		5,990 7.7	
	ABC TV					GREATEST SUPERFRIENDS-1 (OP)		GREATEST SUPERFRIENDS-2 (OP)		FONZ/HAPPY DAYS GANG		RICHIE RICH		SCOOPY & SCRAPPY DOO (OP)		(1) (OP)(SUS-OP)	
	AVERAGE AUDIENCE (Households (000) & %)					3,580 4.6		4,820 6.2		6,150 7.9		6,850 8.8		7,080 9.1		6,070 7.8	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					28 4.2	5.1	30 5.5	6.8	36 7.6	8.2	38 8.7	8.8	39 9.2	9.1	33 7.9	7.8
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					4,360 5.6		5,290 6.8		6,380 8.2		6,850 8.8		5,450 7.0		5,520 7.1	
	CBS TV					TOM AND JERRY (OP)		BUGS BUNNY/ROAD RUNNER 1 (OP)		BUGS BUNNY/ROAD RUNNER 2 (OP)		BUGS BUNNY/ROAD RUNNER 3 (OP)		TARZAN/LONE RANGER-1 (OP)		(2) (OP)(SUS-OP)	
	AVERAGE AUDIENCE (Households (000) & %)					3,500 4.5		4,430 5.7		5,520 7.1		5,840 7.5		4,430 5.7		4,430 5.7	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					27 4.4	4.7	28 5.4	6.0	32 7.0	7.3	32 7.4	7.7	24 5.8	5.7	24 5.6	5.9
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					3,110 4.0		4,050 5.2		3,730 4.8		4,360 5.6		4,430 5.7		4,670 6.0	
	NBC TV					GODZILLA/HONG KONG 1 (OP)		GODZILLA/HONG KONG 2 (OP)		FLINTSTONE'S COMEDY SHW 1 (OP)		FLINTSTONE'S COMEDY SHW 2 (OP)		FLINTSTONE'S COMEDY SHW 3 (OP)		DAFFY DUCK SHOW (10:30-10:40AM) (10:55-11:00AM) (OP)(SUS-OP)	
	AVERAGE AUDIENCE (Households (000) & %)					2,260 2.9		2,880 3.7		3,270 4.2		3,580 4.6		3,660 4.7		4,280 5.5	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					18 2.5	3.2	18 4.0	3.3	19 3.9	4.4	20 4.7	4.5	20 4.7	4.7	24 5.7	5.1
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					4,050 5.2		5,600 7.2		7,240 9.3		6,850 8.8		7,940 10.2		5,910 7.6	
	ABC TV					GREATEST SUPERFRIENDS-1 (OP)		GREATEST SUPERFRIENDS-2 (OP)		FONZ/HAPPY DAYS GANG		RICHIE RICH		SCOOPY & SCRAPPY DOO (OP)		THUNDARR-THE BARBARIAN (OP)	
	AVERAGE AUDIENCE (Households (000) & %)					3,350 4.3		4,670 6.0		5,990 7.7		5,910 7.6		6,460 8.3		4,820 6.2	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					28 3.9	4.7	30 5.6	6.4	34 7.5	7.9	32 7.6	7.5	37 8.7	7.9	27 6.5	6.0
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					4,430 5.7		6,540 8.4		7,550 9.7		7,550 9.7		5,680 7.3		5,130 6.6	
	CBS TV					TOM AND JERRY (OP)		BUGS BUNNY/ROAD RUNNER 1 (OP)		BUGS BUNNY/ROAD RUNNER 2 (OP)		BUGS BUNNY/ROAD RUNNER 3 (OP)		TARZAN/LONE RANGER-1 (OP)		TARZAN/LONE RANGER-2 (OP)	
	AVERAGE AUDIENCE (Households (000) & %)					3,270 4.2		5,450 7.0		6,220 8.0		6,070 7.8		4,750 6.1		4,360 5.6	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					25 3.5	5.0	33 6.4	7.6	35 7.9	8.1	33 8.0	7.6	27 6.1	6.0	24 5.4	5.7
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					2,800 3.6		3,580 4.6		3,660 4.7		4,050 5.2		3,270 4.2		5,130 6.6	
	NBC TV					GODZILLA/HONG KONG 1 (OP)		GODZILLA/HONG KONG 2 (OP)		FLINTSTONE'S COMEDY SHW 1 (OP)		FLINTSTONE'S COMEDY SHW 2 (OP)		FLINTSTONE'S COMEDY SHW 3 (OP)		DAFFY DUCK SHOW (OP)	
	AVERAGE AUDIENCE (Households (000) & %)					2,330 3.0		2,720 3.5		3,190 4.1		3,270 4.2		2,880 3.7		4,200 5.4	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					20 2.7	3.2	18 3.7	3.4	18 4.0	4.3	18 4.4	3.9	16 3.5	3.8	24 5.1	5.7
TV HOUSEHOLDS USING TV WK. 1		7.4	9.3	10.7	13.5	15.7	18.0	19.7	21.5	21.6	22.5	22.8	23.7	23.3	23.4	23.8	24.1
(See Def. 1)		6.6	8.2	10.3	12.5	15.0	18.2	20.5	21.6	22.4	23.2	23.5	23.3	22.7	22.7	22.7	23.3

U.S. TV Households: 77,800,000

(1) THUNDARR-THE BARBARIAN, ABC, (10:30-10:39AM)(10:55-11:00AM)

A 27(2) TARZAN/LONE RANGER-2, CBS, (10:30-10:40AM)(10:51-11:00AM)

For explanation of symbols, See page A

DAY SAT. APR. 18, 1981

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SAT. APR. 11, 1981

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{ 6,300 8.1		{ 5,450 7.0		{ 5,290 6.8		{ 6,380 8.2		{ 5,060 6.5		{ 4,200 5.4		{ 4,280 5.5		{ 10,740 13.8	
	ABC TV	HEATHCLIFF & DINGBAT		PLASTICMAN/BABY PLAS SHOW (OP)		ABC WEEKEND SPECIALS ARTHUR THE KID (SUS-OP)		AMERICAN BANDSTAND '81						(SUS-OP)			
	AVERAGE AUDIENCE (Households (000) & %)	{ 5,210 6.7		{ 4,900 6.3		{ 4,050 5.2		{ 3,890 5.0		{ 5,130 6.6		{ 3,970 5.1		{ 3,500 4.5		{ 3,890 5.0	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{ 28 6.8		{ 27 6.5		{ 21 5.0		{ 19 4.1		{ 17* 4.6		{ 21* 5.2		{ 18 4.6		{ 22 5.9	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{ 5,840 7.5		{ 5,450 7.0		{ 3,810 4.9		{ 5,130 6.6		{ 5,060 6.5		{ 4,200 5.4		{ 4,280 5.5		{ 10,740 13.8	
	CBS TV	ALL NEW POPEYE HOUR 1 (OP)		ALL NEW POPEYE HOUR 2 (OP)		NEW FAT ALBERT SHOW (OP)		DRAK PACK (OP)		JASON OF STAR COMMAND (OP)		30 MINUTES					
	AVERAGE AUDIENCE (Households (000) & %)	{ 4,900 6.3		{ 4,590 5.9		{ 3,030 3.9		{ 4,050 5.2		{ 3,970 5.1		{ 3,500 4.5		{ 3,890 5.0		{ 3,890 5.0	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{ 26 6.5		{ 24 6.0		{ 16 3.9		{ 20 4.8		{ 19 5.0		{ 18 5.2		{ 19 4.6		{ 22 4.4	
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{ 4,050 5.2		{ 3,660 4.7		{ 3,810 4.9		{ 2,720 3.5		{ 5,600 7.2		{ 4,280 5.5		{ 10,740 13.8		{ 10,740 13.8	
	NBC TV	BATMAN & SUPER 7 (OP)		BATMAN & SUPER 7 (OP)		JONNY QUEST (OP)		DRAWING POWER		FAMILY CIRCLE TENNIS-SAT		NBC MAJOR LEAGUE PRE GAME					
	AVERAGE AUDIENCE (Households (000) & %)	{ 3,270 4.2		{ 3,190 4.1		{ 3,030 3.9		{ 2,180 2.8		{ 2,410 3.1		{ 3,890 5.0		{ 3,890 5.0		{ 5,290 6.8	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{ 18 4.2		{ 17 4.0		{ 16 3.9		{ 11 2.9		{ 13 3.2		{ 13* 3.0		{ 14* 3.4		{ 19 5.0	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{ 5,520 7.1		{ 4,980 6.4		{ 4,980 6.4		{ 5,910 7.6		{ 5,060 6.5		{ 4,200 5.4		{ 4,280 5.5		{ 10,740 13.8	
	ABC TV	HEATHCLIFF & DINGBAT		PLASTICMAN/BABY PLAS SHOW (OP)		ABC WEEKEND SPECIALS THE TROUBLE WITH MISS SWITCH, PART 1		AMERICAN BANDSTAND '81									
	AVERAGE AUDIENCE (Households (000) & %)	{ 4,360 5.6		{ 3,890 5.0		{ 4,200 5.4		{ 3,500 4.5		{ 4,280 5.5		{ 3,890 5.0		{ 3,890 5.0		{ 5,290 6.8	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{ 25 5.5		{ 23 4.8		{ 24 5.1		{ 19 4.6		{ 20* 4.7		{ 19* 4.8		{ 20* 4.8		{ 22 5.9	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{ 5,210 6.7		{ 5,290 6.8		{ 4,430 5.7		{ 4,820 6.2		{ 4,510 5.8		{ 4,360 5.6		{ 4,280 5.5		{ 10,740 13.8	
	CBS TV	ALL NEW POPEYE HOUR 1 (OP)		ALL NEW POPEYE HOUR 2 (OP)		NEW FAT ALBERT SHOW (OP)		DRAK PACK (OP)		JASON OF STAR COMMAND (OP)		30 MINUTES					
	AVERAGE AUDIENCE (Households (000) & %)	{ 4,360 5.6		{ 4,280 5.5		{ 3,970 5.1		{ 3,890 5.0		{ 3,730 4.8		{ 3,500 4.5		{ 3,890 5.0		{ 3,890 5.0	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{ 24 5.7		{ 24 5.8		{ 22 5.2		{ 22 5.0		{ 21 4.7		{ 19 5.3		{ 21 4.5		{ 24 5.0	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{ 4,820 6.2		{ 4,120 5.3		{ 2,800 3.6		{ 2,180 2.8		{ 4,280 5.5		{ 13,300 17.1		{ 4,280 5.5		{ 10,740 13.8	
	NBC TV	BATMAN & SUPER 7 (OP)		BATMAN & SUPER 7 (OP)		JONNY QUEST (OP)		DRAWING POWER		NBC MAJOR LEAGUE GAME PITTSBURGH VS HOUSTON NY YANKEES VS TEXAS (1:46-5:07PM)(OP)							
	AVERAGE AUDIENCE (Households (000) & %)	{ 3,810 4.9		{ 3,580 4.6		{ 2,330 3.0		{ 1,790 2.3		{ 3,810 4.9		{ 5,210 6.7		{ 3,810 4.9		{ 6.2* 24*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{ 22 5.0		{ 21 4.7		{ 13 2.9		{ 10 2.3		{ 21 4.8		{ 24 4.7		{ 24* 5.8		{ 23* 6.3	
TV HOUSEHOLDS USING TV WK. 1		24.6	24.2	24.8	24.5	24.7	25.8	25.6	26.1	25.7	26.2	24.7	24.0	24.6	26.2	26.9	28.5
(See Def. 1) WK. 2		22.7	23.0	23.1	23.0	23.2	23.8	23.2	22.9	22.3	23.0	23.1	23.9	24.5	25.9	26.0	26.3

U.S. TV Households: 77,800,000

(1) NBC MAJOR LEAGUE GAME, TEXAS VS NY YANKEES & PHILADELPHIA VS ST. LOUIS, NBC, (2:45-5:13PM)

A-29 (2) NBC MAJOR LEAGUE PRE GAME, NBC, (1:30-1:48PM)

For explanation of symbols, See page A.

DAY SAT. APR. 18, 1981

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SAT. APR. 11, 1981

TIME		3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
WEEK 1	TOTAL AUDIENCE (Households (000) & %)			9,100 11.7						14,160 18.2							
	ABC TV																
	AVERAGE AUDIENCE (Households (000) & %)			4,820 6.2						7,550 9.7							
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %			19 4.7	16* 5.0		20* 6.0	21* 6.8	21* 7.2	25 7.9	24* 9.2	26* 10.2	26* 9.6	26* 10.1	24* 11.1		
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	4,900 6.3				11,200 14.4											8,710 11.2
	CBS TV																
	AVERAGE AUDIENCE (Households (000) & %)	2,410 3.1	3.1*		3.2*	5,450 7.0	5.3*		6.1*		7.5*		8.6*				7,390 9.5
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	10 3.0	10* 3.2		11* 3.4	20 5.3	17* 5.3		18* 5.8	22* 6.3	22* 7.4	23* 7.6	23* 7.9	23* 9.4	21 9.8	21 9.1	21 9.9
WEEK 3	TOTAL AUDIENCE (Households (000) & %)																7,000 9.0
	NBC TV																
	AVERAGE AUDIENCE (Households (000) & %)																5,680 7.3
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %																16 7.0
WEEK 4	TOTAL AUDIENCE (Households (000) & %)			7,860 10.1						14,320 18.4							
	ABC TV																
	AVERAGE AUDIENCE (Households (000) & %)			4,820 6.2						7,780 10.0							
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %			20 5.0	19* 5.7		20* 6.5	21* 6.5	21* 6.9	27 8.5	27* 10.1	27* 10.0	27* 9.9	27* 10.8	27* 10.7		
WEEK 5	TOTAL AUDIENCE (Households (000) & %)					7,780 10.0											8,400 10.8
	CBS TV																
	AVERAGE AUDIENCE (Households (000) & %)							3,270 4.2	3.1*		4.2*		5.3*				7,310 9.4
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %							13 2.9	10* 3.3		13* 4.1	15* 4.3	15* 5.1	15* 5.5			22 8.9
WEEK 6	TOTAL AUDIENCE (Households (000) & %)									5,990 7.7							6,070 7.8
	NBC TV																
	AVERAGE AUDIENCE (Households (000) & %)									3,810 4.9							4,900 6.3
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %									15 5.3	15* 4.7	15* 4.8	14* 5.1	14* 5.1			15 6.5
TV HOUSEHOLDS USING TV		WK. 1	28.8	29.7	29.6	30.0	31.6	32.7	34.5	35.3	35.1	36.0	37.6	39.9	42.4	44.6	45.6
(See Def. i)		WK. 2	26.4	26.7	28.3	29.8	31.5	32.2	32.2	32.9	33.5	35.0	36.5	37.3	38.7	40.0	41.6

U.S. TV Households: 77,800,000

For explanation of symbols, See page A.

DAY SAT. APR. 18, 1981

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. APR. 12, 1981

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
WEEK 1	TOTAL AUDIENCE (Households (000) & %)																3,660 4.7
	ABC TV																KIDS ARE PEOPLE TOO I (10:30-11:05AM)
	AVERAGE AUDIENCE (Households (000) & %)																3,030 3.9
	SHARE OF AUDIENCE %																16
	AVG. AUD. BY ¼ HR. %																3.7
WEEK 2	TOTAL AUDIENCE (Households (000) & %)																10,740 13.8
	CBS TV																SUNDAY MORNING TIMELESS FAMILY (10:30-11:30AM) (SUS)
	AVERAGE AUDIENCE (Households (000) & %)																5,450 7.0
	SHARE OF AUDIENCE %																5.9*
	AVG. AUD. BY ¼ HR. %																27
WEEK 3	TOTAL AUDIENCE (Households (000) & %)																5.9
	NBC TV																5.8
	AVERAGE AUDIENCE (Households (000) & %)																7.6
	SHARE OF AUDIENCE %																8.3
	AVG. AUD. BY ¼ HR. %																7.8
WEEK 4	TOTAL AUDIENCE (Households (000) & %)																2,800 3.6
	ABC TV																KIDS ARE PEOPLE TOO I (10:30-11:03AM)
	AVERAGE AUDIENCE (Households (000) & %)																2,410 3.1
	SHARE OF AUDIENCE %																14
	AVG. AUD. BY ¼ HR. %																2.7
WEEK 5	TOTAL AUDIENCE (Households (000) & %)																5,290 6.8
	CBS TV																SUNDAY MORNING EASTER SERVICE (10:30-11:29AM) (SUS)
	AVERAGE AUDIENCE (Households (000) & %)																2,800 3.6
	SHARE OF AUDIENCE %																3.1*
	AVG. AUD. BY ¼ HR. %																18
WEEK 6	TOTAL AUDIENCE (Households (000) & %)																3.0
	NBC TV																3.1
	AVERAGE AUDIENCE (Households (000) & %)																3.5
	SHARE OF AUDIENCE %																3.8
	AVG. AUD. BY ¼ HR. %																4.0
WEEK 7	TOTAL AUDIENCE (Households (000) & %)																24.9
	ABC TV																25.0
	AVERAGE AUDIENCE (Households (000) & %)																25.4
	SHARE OF AUDIENCE %																24.1
	AVG. AUD. BY ¼ HR. %																21.2
TV HOUSEHOLDS USING TV WK. 1		19.6	19.8	20.2	21.7	24.0	24.6	26.1	27.2	27.8	27.7	25.5	24.9	25.0	25.4	24.1	24.0
(See Def. 1)		5.3	5.6	6.8	8.8	10.9	13.0	15.2	16.9	18.0	19.0	20.1	20.8	21.6	22.2	22.0	21.2

U.S. TV Households: 77,800,000

For explanation of symbols, See page A.

DAY SUN. APR. 19, 1981

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{	3,810 4.9					5,840 7.5									
	ABC TV		KIDS ARE PEOPLE TOO II (11:05-11:30AM) (OP)		(SUS-OP)			ISSUES AND ANSWERS	DIRECTIONS (SUS)								
	AVERAGE AUDIENCE (Households (000) & %)	{	3,190 4.1					4,820 6.2									
	SHARE OF AUDIENCE %		17					24									
W E E K 2	AVG. AUD. BY 1/4 HR. %		4.2	4.0				6.2	6.3								
	TOTAL AUDIENCE (Households (000) & %)	{			2,960 3.8							16,100 20.7					
	CBS TV		TIMELESS FAMILY (10:30-11:30AM) (SUS)		FACE THE NATION							NBA PLAYOFF-GM.1 CHICAGO VS BOSTON PHILADELPHIA VS MILWAUKEE (1:00-3:30PM)					
	AVERAGE AUDIENCE (Households (000) & %)	{			2,490 3.2							7,940 10.2					
W E E K 1	SHARE OF AUDIENCE %				13							9.0*					10.3*
	AVG. AUD. BY 1/4 HR. %				3.3	3.0						31 8.3	31* 9.7		35* 11.2	30* 10.9	30* 10.0
	TOTAL AUDIENCE (Households (000) & %)	{						5,520 7.1									6,690 8.6
	NBC TV		RELIGIOUS SERIES (SUS)					MEET THE PRESS									FAMILY CIRCLE TENNIS-SUN (2:30-4:00PM)
W E E K 2	AVERAGE AUDIENCE (Households (000) & %)	{						4,590 5.9									2,960 3.8
	SHARE OF AUDIENCE %							22									4.0*
	AVG. AUD. BY 1/4 HR. %							5.9	6.0								11 4.3
	TOTAL AUDIENCE (Households (000) & %)	{	3,030 3.9		2,260 2.9												4.0*
W E E K 1	ABC TV		KIDS ARE PEOPLE TOO II (11:03-11:30AM) (OP)		ANIMALS, ANIMALS (OP)												
	AVERAGE AUDIENCE (Households (000) & %)	{	2,490 3.2		1,790 2.3												
	SHARE OF AUDIENCE %		15		11												
	AVG. AUD. BY 1/4 HR. %		3.4	3.1	2.2	2.3											
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{			3,030 3.9							14,160 18.2					
	CBS TV		EASTER SERVICE (10:30-11:29AM) (SUS)		FACE THE NATION							NBA PLAYOFF-GM.1 MILWAUKEE VS PHILADELPHIA (1:00-3:41PM)					
	AVERAGE AUDIENCE (Households (000) & %)	{			2,180 2.8							7,310 9.4					
	SHARE OF AUDIENCE %				14							6.8*			9.1*	10.2*	10.2*
W E E K 1	AVG. AUD. BY 1/4 HR. %				2.6	3.0						33 5.9	29* 7.6		34* 8.6	35* 9.7	33* 10.3
	TOTAL AUDIENCE (Households (000) & %)	{						2,650 3.4									6,380 8.2
	NBC TV		NBC RELIGIOUS-EASTER (SUS)					MEET THE PRESS				RELIGIOUS SERIES (SUS)					TOURN. OF CHAMPIONS-SUN (2:30-3:30PM)
	AVERAGE AUDIENCE (Households (000) & %)	{						2,260 2.9									3,110 4.0
W E E K 2	SHARE OF AUDIENCE %							13									3.8*
	AVG. AUD. BY 1/4 HR. %							2.8	3.0								12 3.8
	TOTAL AUDIENCE (Households (000) & %)	{															3.9
	NBC TV																

TV HOUSEHOLDS USING TV (See Def. 1)	WK. 1	24.2	24.8	24.9	25.3	25.2	27.2	27.5	28.4	29.6	31.5	32.6	33.3	33.7	35.0	35.6	35.8
	WK. 2	21.1	21.3	20.7	21.0	21.2	22.2	22.7	23.6	24.2	25.4	27.4	28.9	29.8	30.7	31.7	32.4

U.S. TV Households: 77,800,000

For explanation of symbols. See page A.

TIME		3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45	
WEEK 1	TOTAL AUDIENCE (Households (000) & %)			8,320 10.7				15,720 20.2									10,430 13.4	
	ABC TV			AMERICAN SPORTSMAN (S)(OP) (3:30-4:21PM)(4:28-4:30PM)				ABC WIDE WORLD-SPORTS SUN									ABC WRD NEWS TONIGHT-SUN	
	AVERAGE AUDIENCE (Households (000) & %)			5,600 7.2				10,190 13.1									8,710 11.2	
	SHARE OF AUDIENCE %			19	6.9*			20*	31	27*			33*		34*		23	
WEEK 2	AVG. AUD. BY 1/4 HR. %			6.6	7.1	7.4	7.9	10.2	11.7	13.1	14.0	15.0	14.9			11.2	11.3	
	TOTAL AUDIENCE (Households (000) & %)			18,360 23.6													5,680 7.3	
	CBS TV		(1)	MASTERS GOLF TOURN.-SUN (SUS-OP)													CBS EVENING NEWS-DEAN(B)	
	AVERAGE AUDIENCE (Households (000) & %)			10.8*	10.6	8.4*		8.8*		9.5*		10.6*		12.2*		14.0*	4,820 6.2	
WEEK 3	SHARE OF AUDIENCE %			30*	26	23*		23*		24*		25*		28*		30*	12	
	AVG. AUD. BY 1/4 HR. %	10.7	11.0	8.4	8.4		8.7	8.9	9.4	9.5	10.4	10.7	11.8	12.7	14.7	13.4	5.9	6.5
	TOTAL AUDIENCE (Households (000) & %)						7,000 9.0										8,010 10.3	
	NBC TV			FAMILY CIRCLE TENNIS-SUN (2:30-4:00PM)				SPORTSWORLD (4:00-4:19PM)(4:25-6:00PM)(SUS-OP)									NBC NIGHTLY NEWS-SUN.	
WEEK 4	AVERAGE AUDIENCE (Households (000) & %)			3.7*		3.5*		3,190 4.1	3.8*		4.2*		4.2*		3.9*		6,380 8.2	
	SHARE OF AUDIENCE %			10*		10*		10	10*		11*		10*		9*		16	
	AVG. AUD. BY 1/4 HR. %	4.0	3.5	3.7	3.4	3.7	4.0	4.2	4.2	4.3	4.1	3.8	4.1			8.0	8.3	
	TOTAL AUDIENCE (Households (000) & %)			8,250 10.6				10,890 14.0									7,000 9.0	
WEEK 5	ABC TV			AMERICAN SPORTSMAN				ABC WIDE WORLD-SPORTS SUN									ABC WRD NEWS TONIGHT-SUN	
	AVERAGE AUDIENCE (Households (000) & %)			4,980 6.4				5,990 7.7	7.3*		7.6*		8.3*			5,680 7.3		
	SHARE OF AUDIENCE %			19	5.4*			22*	22	21*		21*		22*		18		
	AVG. AUD. BY 1/4 HR. %			5.1	5.8	7.2	7.4	7.1	7.5	7.3	7.9	8.1	8.5			7.4	7.2	
WEEK 6	TOTAL AUDIENCE (Households (000) & %)			13,150 16.9													8,400 10.8	
	CBS TV			NBA PLAYOFF-GM.1 MILWAUKEE VS PHILADELPHIA (1:00-3:41PM)(-OP)				NBA PLAYOFF-GM.2 KANSAS CITY VS PHOENIX (3:41-6:04PM)(OP)									CBS EVENING NEWS-DEAN	
	AVERAGE AUDIENCE (Households (000) & %)			10.4*	6,460 8.3			8.5*		8.3*		8.1*		8.8*			6,380 8.2	
	SHARE OF AUDIENCE %			32*	24			26*		24*		23*		23*			19	
WEEK 7	AVG. AUD. BY 1/4 HR. %	10.2	10.6	7.6	7.7	8.2	8.7	8.5	8.1	7.9	8.3	8.4	9.1	8.9		7.1	9.3	
	TOTAL AUDIENCE (Households (000) & %)							8,870 11.4									5,840 7.5	
	NBC TV			TOURN. OF CHAMPIONS-SUN (2:30-4:30PM)				SPORTSWORLD									NBC NIGHTLY NEWS-SUN.	
	AVERAGE AUDIENCE (Households (000) & %)			4.0*		4.2*		4,750 6.1	5.4*		6.7*		6.2*			4,750 6.1		
WEEK 8	SHARE OF AUDIENCE %			12*		13*		13*	17	16*		19*		16*		15		
	AVG. AUD. BY 1/4 HR. %	4.0	3.9	4.1	4.3	4.3	4.1	4.5	6.2	7.0	6.3	6.6	5.8			5.8	6.3	
	TV HOUSEHOLDS USING TV (See Def. 1)	WK. 1	36.8	37.4	37.0	37.5	38.3	39.4	40.2	40.8	42.2	43.6	44.0	46.2	49.4	50.3	51.7	53.6
		WK. 2	32.6	33.4	33.4	33.4	33.1	34.4	34.7	35.1	36.1	36.8	38.1	39.4	41.5	42.6	42.7	44.6

U.S. TV Households: 77,800,000

(1) NBA PLAYOFF GM. -1, CHICAGO VS BOSTON & PHILADELPHIA VS MILWAUKEE, CBS, (1:00-3:30PM)

For explanation of symbols, See page A.

DAY SUN. APR. 19, 1981

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1							WEEK 2						
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY % HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY % HR	TELE- CAST DAYS
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	SHARE %	HOUSEHOLDS (000)	%		
EVENING MONDAY																	
NBC NEWS UPDATE-2-MON(SUS)	2	9.58- 9.59PM	9.45														
EVENING TUESDAY																	
NBC NEWS UPDATE-2-TUE(SUS)	1	9.58- 9.59PM	9.45														
EVENING WEDNESDAY																	
NBC NEWS UPDATE-2-WED(SUS)	2	9.58- 9.59PM	9.45														
EVENING THURSDAY																	
NBC NEWS UPDATE-2-THU(SUS)	1	9.58- 9.59PM	9.45														
EVENING FRIDAY																	
NBC NEWS UPDATE-2-FRI(SUS)	2	9.58- 9.59PM	9.45														
EVENING SATURDAY																	
ABC ABC NEWSBRIEF-SAT.		9.58- 9.59PM	9.45	17,040	21.9	17,040	21.9	38	21.9	13,930	17.9	13,930	17.9	32	17.9		
CBS NEWSBREAK-SAT.		8.58- 8.59PM	8.45	6,610	8.5	6,610	8.5	15	8.5	8,010	10.3	8,010	10.3	19	10.3		
NBC NBC NEWS UPDATE-SAT.		8.58- 8.59PM	8.45	11,980	15.4	11,980	15.4	26	15.4	10,810	13.9	10,810	13.9	25	13.9		
NBC NBC NEWS UPDATE-2-SAT.	2	9.58- 9.59PM	9.45							9,100	11.7	9,100	11.7	21	11.7		
NBC NEWS UPDATE-2-SAT(SUS)	1	9.58- 9.59PM	9.45														
EVENING SUNDAY																	
ABC ABC NEWSBRIEF-SUN.	2	7.58- 7.59PM	7.45							8,170	10.5	8,170	10.5	19	10.5		
	1	8.57- 8.59PM	8.45	16,180	20.8	15,720	20.2	29	20.2	11,900	15.3	11,900	15.3	25	15.3		
CBS NEWSBREAK-SUN.	2	8.58- 8.59PM	8.45														
	1	9.58- 9.59PM	9.45	14,160	18.2	14,160	18.2	27	18.2								
NBC NBC NEWS UPDATE-SUN.	1	8.57- 8.58PM	8.45	11,590	14.9	11,590	14.9	22	14.9	9,960	12.8	9,960	12.8	21	12.8		
	2	8.58- 8.59PM	8.45														
NBC NBC NEWS UPDATE-2-SUN.	1	9.58- 9.59PM	9.45	10,270	13.2	10,270	13.2	20	13.2								
NBC NEWS UPDATE-2-SUN(SUS)	2	9.46- 9.47PM	9.45														
EVENING MONDAY-FRIDAY																	
ABC ABC NEWSBRIEF-M-F		>	8.45	15,330	19.7	15,480	19.9	31	20.2	12,140	15.6	12,140	15.6	26	10.7	M-F	
			9.45						16.3						16.9	M-TH	
ABC ABC NEWS:NIGHTLINE		11.30-12.00MD	11.30	7,240	9.3	5,910	7.6	24	8.5	7,310	9.4	5,910	7.6	24	8.3	M-F	
			11.45						6.7						6.9	M-F	
ABC CHARLIE'S ANGELS-12.00		12.00- 1.08AM	12.00	4,050	5.2	2,800	3.6	19	4.2	4,750	6.1	2,800	3.6	16	4.1	THU.	
			12.15				3.9*	18*	3.5				4.0*	16*	3.8	THU.	
			12.30						3.5						3.6	THU.	
			12.45				3.5*	20*	3.5				3.4*	17*	3.2	THU.	
			1.00						3.1						3.4	THU.	
ABC FANTASY ISLAND-12.00		12.00- 1.09AM	12.00	4,050	5.2	2,330	3.0	16	3.3	3,270	4.2	2,260	2.9	16	3.6	MON.	
			12.15				3.1*	14*	2.9				3.3*	15*	2.9	MON.	
			12.30						3.1						2.9	MON.	
			12.45				3.0*	18*	2.9				2.7*	15*	2.6	MON.	
			1.00						2.8						2.3	MON.	
ABC FRIDAYS	1	12.00- 1.11AM	12.00	8,250	10.6	5,130	6.6	25	7.0								
CONT'D																	

Nielsen NATIONAL TV AUDIENCE ESTIMATES

OTHER PROGRAMS

				WEEK 1							WEEK 2						
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY ¼ HR %	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY ¼ HR %	TELE- CAST DAYS
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %		
EVENING MONDAY-FRIDAY-CONT'D																	
ABC FRIDAYS-CONT'D	2	12.00- 1.12AM	12.00								8,250	10.6	4,900	6.3	23	7.2	FRI.
			12.15					7.0*	23*	7.0	FRI.					6.4	FRI.
			12.30							6.9	FRI.					6.8	FRI.
			12.45					6.6*	27*	6.3	FRI.					5.9	FRI.
			1.00							5.6	FRI.					4.9	FRI.
ABC LOVE BOAT-12.00		12.00- 1.08AM	12.00	5,760	7.4	3,890	5.0	25	5.3	WED.	6,610	8.5	4,670	6.0	27	5.7	WED.
			12.15					5.2*	22*	5.1	WED.					6.0	WED.
			12.30							5.1	WED.					6.4	WED.
			12.45					5.0*	28*	4.9	WED.					6.3	WED.
			1.00							4.3	WED.					5.7	WED.
ABC TUESDAY MOVIE-WEEK-PART 1		12.00- 1.11AM	12.00	5,290	6.8	3,420	4.4	21	5.1	TUE.	4,590	5.9	2,650	3.4	17	4.1	TUE.
			12.15					4.8*	20*	4.4	TUE.					3.8	TUE.
			12.30							4.5	TUE.					3.3	TUE.
			12.45					4.3*	22*	4.1	TUE.					3.0	TUE.
			1.00							3.7	TUE.					2.6	TUE.
ABC POLICE STORY	1	1.08- 1.50AM	1.00	2,880	3.7	2,260	2.9	25	3.3	WED.							
	2	1.08- 1.57AM	1.00								3,970	5.1	3,350	4.3	30	4.3	WED.
			1.15					3.1*	24*	3.0	WED.					4.2	WED.
			1.30							2.8	WED.					4.5	WED.
			1.45					2.8*	28*	2.7	WED.					4.4*	34*
	1	1.50- 2.16AM	(SUS)														
ABC TUESDAY MOVIE-WEEK-PART 2	2	1.57- 2.16AM	(SUS)														
	1	1.11- 1.31AM	1.00	2,570	3.3	2,570	3.3	23	3.4	TUE.	1,870	2.4	1,790	2.3	16	2.5	TUE.
	2	1.11- 1.29AM	1.00													2.2	TUE.
			1.15						3.2	TUE.							
			1.30						3.2	TUE.							
	1	1.31- 2.22AM	(SUS)														
	2	1.29- 2.03AM	(SUS)														
CBS NEWSBREAK-M-F	1	8.58- 8.59PM	8.45	11,130	14.3	11,130	14.3	22	14.3	M-F	11,750	15.1	11,900	15.3	25	14.8	M-F
	2	>	8.45														
CBS LATE MOVIE I		>	11.30	5,990	7.7	4,050	5.2	25	7.2	M & TH	7,390	9.5	4,980	6.4	27	8.2	MTUTH
			11.45					7.1*	24*	7.0	MON.					7.6	M & TH
			12.00							5.4	M & TH					6.4	MTUTH
			12.15					6.8*	32*	5.2	M & TH					6.0	MTUTH
			12.30							5.1	M & TH					5.8	MTUTH
			12.45					3.7*	21*	3.4	M & TH					5.2	MTUTH
			1.00							3.2	THU.					5.0	TUE.
			1.15					3.1*	23*	2.9	THU.					4.3	TUE.
		VARIOUS TIMES	(SUS)														
CBS MASTERS GOLF HILITES-FRI(SUS)	1	11.30-11.41PM	11.30							FRI.							
CBS MASTERS GOLF HILITES-THU(SUS)	1	11.30-11.41PM	11.30							THU.							
CBS NBA ON CBS-FRI.(S)	1	11.41- 2.11AM	11.30	7,940	10.2	3,350	4.3	18	6.6	FRI.	10,890	14.0	4,820	6.2	23	9.6	FRI.
	2	11.30- 1.54AM	11.30													7.8	FRI.
			11.45						6.0	FRI.						7.0	FRI.
			12.00						5.6	FRI.						6.5	FRI.
			12.15					5.3*	17*	4.9	FRI.					6.7*	22*
			12.30							4.7	FRI.					5.3	FRI.
			12.45					4.4*	18*	4.1	FRI.					5.1*	20*
CONT'D																	

				WEEK 1						WEEK 2								
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY ¼ HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY ¼ HR	TELE- CAST DAYS	
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	SHARE %	HOUSEHOLDS (000)	%			SHARE %
EVENING MONDAY-FRIDAY-CONT'D																		
CBS NBA ON CBS-FRI.(S)-CONT'D			1.00						3.9	FRI.						5.3	FRI.	
			1.15			3.6* 18*			3.3	FRI.	5.2* 25*		5.2			FRI.		
			1.30						3.3	FRI.			5.0			FRI.		
			1.45			3.3* 21*			3.3	FRI.	4.8* 28*		4.6			FRI.		
			2.00						3.2	FRI.								
CBS NBA ON CBS-TUE.(S)			1 11.30- 1.55AM	11.30	6,300	8.1	2,800	3.6	17	6.1	TUE.							
				11.45			5.6* 18*			5.0	TUE.							
				12.00						4.2	TUE.							
				12.15			4.0* 16*			3.8	TUE.							
				12.30						3.4	TUE.							
				12.45			3.3* 17*			3.2	TUE.							
				1.00						2.7	TUE.							
				1.15			2.7* 18*			2.7	TUE.							
				1.30						2.2	TUE.							
				1.45			2.1* 17*			2.1	TUE.							
CBS NBA ON CBS-WED.(S)			1 11.30- 2.15AM	11.30	6,300	8.1	2,330	3.0	16	5.1	WED.							
			2 11.30- 1.46AM	11.30								6,150	7.9	3,030	3.9	18	6.1	WED.
				11.45			4.8* 15*			4.4	WED.	5.6* 18*		5.2			WED.	
				12.00						3.7	WED.			4.8			WED.	
				12.15			3.6* 15*			3.5	WED.	4.4* 18*		4.1			WED.	
				12.30						3.0	WED.			3.4			WED.	
			12.45			2.7* 15*			2.4	WED.	3.3* 16*		3.1			WED.		
			1.00						2.4	WED.			2.9			WED.		
			1.15			2.2* 17*			2.1	WED.	2.9* 18*		2.8			WED.		
			1.30						1.8	WED.			2.7			WED.		
			1.45			1.9* 19*			1.9	WED.			2.4			WED.		
			2.00						2.1	WED.								
CBS WINGS IN SPACE-THU(S)			1 11.41-12.13AM	11.30	5,840	7.5	4,200	5.4	20	6.3	THU.							
				11.45						5.6	THU.							
				12.00						4.7	THU.							
CBS WINGS IN SPACE-11.30PM(S)			2 11.30-12.02AM	11.30								8,010	10.3	6,380	8.2	26	8.5	TUE.
				11.45										7.0			TUE.	
				12.00														
CBS LATE MOVIE II			>	12.30	3,500	4.5	2,880	3.7	30	5.0	M & TH	4,360	5.6	3,810	4.9	32	5.4	MTUTH
				12.45						4.7	MON.	5.4* 27*		5.3			M & TH	
				1.00						4.5	M & TH			5.1			MTUTH	
				1.15			4.5* 33*			3.6	M & TH	5.2* 38*		5.0			MTUTH	
				1.30						2.7	THU.	4.3* 36*		4.4			TUE.	
				1.45			2.7* 29*			2.8	THU.			4.2			TUE.	
				2.00						2.6	THU.							
			VARIOUS TIMES	(SUS)														
NBC NBC NEWS UPDATE-M-F			2 >	8.15								11,130	14.3	11,130	14.3	23	15.1	M-F
			1 >	8.45	11,200	14.4	11,440	14.7	23	14.2	M-F			14.1			MWTHF	
NBC NBC NEWS UPDATE-2-M-F			2 >	9.30								9,340	12.0	9,340	12.0	19	14.5	TU&TH
			1 >	9.45	10,500	13.5	10,500	13.5	21	13.5	MWF			9.5			TU&TH	
NBC COLUMBIA:SHUTTLE BEGINS-1(S)			1 11.30-12.00MD	11.30	6,850	8.8	5,680	7.3	24	8.0	THU.							
				11.45						6.6	THU.							
NBC TONIGHT SHOW CONT'D			>	11.30	9,260	11.9	6,070	7.8	29	9.9	M-F	8,560	11.0	5,290	6.8	24	7.6	M-F

Nielsen NATIONAL TV AUDIENCE ESTIMATES

OTHER PROGRAMS

				WEEK 1						WEEK 2										
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY ¼ HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY ¼ HR	TELE- CAST DAYS			
				HOUSEHOLDS		HOUSEHOLDS	SHARE	HOUSEHOLDS			SHARE	HOUSEHOLDS	SHARE							
				(000)	%	(000)	%	%	%	(000)	%	(000)	%	%	%					
EVENING MONDAY-FRIDAY-CONT'D																				
NBC TONIGHT SHOW-CONT'D							9.5*	29*	9.1	MTUWF				7.3*	23*	6.9	M-F			
									7.8	M-F						6.7	M-F			
							7.1*	29*	6.4	M-F				6.2*	25*	5.8	M-F			
									5.1	THU.										
							4.5*	26*	3.8	THU.										
NBC MIDNIGHT SPECIAL				12.30-	2.00AM	12.30	5,910	7.6	3,190	4.1	20	5.5	FRI.	5,990	7.7	2,960	3.8	18	4.9	FRI.
						12.45				5.1*	21*	4.6	FRI.				4.7*	18*	4.4	FRI.
						1.00						4.3	FRI.						4.0	FRI.
						1.15				4.3*	22*	4.3	FRI.				3.7*	18*	3.4	FRI.
						1.30						3.1	FRI.						3.1	FRI.
						1.45				3.0*	19*	2.8	FRI.				2.9*	17*	2.8	FRI.
NBC TOMORROW COAST TO COAST-1				>		12.30	3,350	4.3	2,880	3.7	22	4.5	M-TH	3,890	5.0	3,270	4.2	22	4.6	M-TH
						12.45						3.7	M-W						3.8	M-TH
						1.00						2.6	THU.							
						1.15						2.2	THU.							
NBC TOMORROW COAST TO COAST-2				>		1.00	2,490	3.2	1,870	2.4	21	3.0	M-TH	2,880	3.7	2,020	2.6	19	3.2	M-TH
						1.15				2.9*	21*	2.8	M-W				3.0*	20*	2.7	M-TH
						1.30						2.3	M-TH						2.4	M-TH
						1.45				2.1*	20*	2.1	M-TH				2.3*	19*	2.1	M-TH
						2.00						1.7	THU.							
						2.15				1.7*	23*	1.7	THU.							
																</				

Nielsen NATIONAL TV AUDIENCE ESTIMATES

OTHER PROGRAMS

				WEEK 1					WEEK 2								
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY 1/4 HR %	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY 1/4 HR %	TELE- CAST DAYS
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	SHARE %	HOUSEHOLDS (000)	%		
DAY MONDAY-FRIDAY-CONT'D																	
ABC LANDING-THE SPACE SHUTTLE(S)-CONT'D																	
			12.30												8.9	TUE.	
			12.45											9.3*	27*	TUE.	
			1.00											10.8	10.8	TUE.	
			1.15											11.2*	29*	TUE.	
			1.30											11.1	11.1	TUE.	
			1.45											10.9*	29*	TUE.	
			2.00											10.8	10.8	TUE.	
			2.15											10.4*	29*	TUE.	
			2.30											10.2	10.2	TUE.	
			2.45											9.3	9.3	TUE.	
			3.00											9.1*	28*	TUE.	
			3.15											8.9	8.9	TUE.	
			3.30											8.5	8.5	TUE.	
			3.45											8.2*	26*	TUE.	
ABC FYI-12.58(SUS)		12.58-12.59PM	12.45											8.3	8.3	TUE.	
ABC ABC SPECIAL REPORT-1.07PM(SUS)	2	1.07- 1.22PM	1.00											8.0*	25*	TUE.	
ABC ABC DAYTIME NEWSBRIEF-M-F		1.57- 1.59PM	1.45	5,990	7.7	5,760	7.4	29	7.4	5,600	7.2	5,450	7.0	27	7.0	M-F	
ABC FYI-2.58(SUS)		2.58- 2.59PM	2.45													M-F	
ABC FYI-3.58(SUS)		3.58- 3.59PM	3.45													M-F	
ABC EDGE OF NIGHT-FRI(B)	1	4.00- 4.30PM	4.00	3,420	4.4	2,720	3.5	12	3.4								
			4.15						3.6								
ABC ABC AFTERSCHOOL SPECIAL(S)	2	4.30- 5.30PM	4.30							8,640	11.1	5,210	6.7	20	5.7	WED.	
			4.45										6.0*	20*	6.3	WED.	
			5.00										7.5*	21*	7.0	WED.	
			5.15												8.0	WED.	
ABC ABC SPECIAL REPORT-5.46PM(S)	2	5.46- 5.52PM	5.45							8,010	10.3	7,470	9.6	24	9.6	MON.	
CBS SUNRISE SEMESTER(SUS)		6.30- 7.00AM	6.30													M-F	
CBS SUNRISE SEMESTER MWF(SUS)		6.30- 7.00AM	6.30													M-F	
CBS WINGS IN SPACE-FRI(S)	1	6.30- 9.00AM	6.30	9,730	12.5	3,890	5.0	21	3.2								
			6.45						5.1								
			7.00						6.0								
			7.15						6.1*								
			7.30						5.7								
			7.45						5.2*								
			8.00						5.4								
			8.15						5.2*								
			8.30						4.4								
			8.45						4.3*								
CBS CAPTAIN KANGAROO-FRI(B)	1	8.00- 9.00AM	8.00	1,790	2.3	860	1.1	4	1.3								
			8.15						1.1*								
			8.30						.9								
			8.45						.9								
CBS CBS NEWS SPEC. RPT.-FRI(SUS)	1	10.00-10.10AM	10.00						1.1								
CBS NEWSBREAK-11.57		11.57-11.59AM	11.45	4,590	5.9	4,430	5.7	28	5.7	4,900	6.3	4,820	6.2	26	6.2	M-F	
CBS WINGS IN SPACE-12N(S)	2	12.00- 3.00PM	12.00							17,970	23.1	8,320	10.7	31	8.3	TUE.	
CONT'D																	

WEEK 2

CONT'D

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1							WEEK 2								
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY ¼ HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY ¼ HR	TELE- CAST DAYS		
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %				
DAY MONDAY-FRIDAY-CONT'D																			
NBC COLUMBIA:SHUTTLE LANDING(S)-CONT'D			2.45															7.9* 24*	7.6 TUE.
			3.00															7.4	7.4 TUE.
			3.15															7.4*	7.4 TUE.
			3.30															7.6	7.6 TUE.
			3.45															7.2*	7.2 TUE.
NBC NBC NEWS SPECIAL RPT-7(SUS)	2	1.08- 1.16PM	1.00																TUE.
NBC CARD SHARKS-TUE(B)	2	4.00- 4.30PM	4.00							1,480	1.9	1,170	1.5	5	1.4				TUE.
			4.15												1.6				TUE.
NBC NBC SPECIAL TREAT(S)	2	4.00- 5.00PM	4.00							8,640	11.1	5,760	7.4	21	6.6				TUE.
			4.15												6.7*				TUE.
			4.30												7.9				TUE.
			4.45												8.0*				TUE.
DAY SATURDAY																			
ABC SCHOOLHOUSE ROCK-8.26AM		8.26- 8.29AM	8.15	4,200	5.4	3,970	5.1	29	5.1	3,730	4.8	3,580	4.6	28	4.6				
ABC SCHOOLHOUSE ROCK-10.26AM		10.26-10.29AM	10.15	6,770	8.7	6,300	8.1	35	8.1	5,680	7.3	5,450	7.0	31	7.0				
ABC SPEC REPORT-REAGAN(SUS)	1	10.39-10.55AM	10.30																
ABC SCHOOLHOUSE ROCK-10.56AM		10.56-10.59AM	10.45	6,540	8.4	6,070	7.8	32	7.8	4,820	6.2	4,430	5.7	24	5.7				
ABC DEAR ALEX & ANNIE-11.55AM		11.55-11.59AM	11.45	5,290	6.8	4,510	5.8	25	5.8	4,360	5.6	3,890	5.0	23	5.0				
ABC SPECIAL REPORT SHUTTLE-2(SUS)	1	12.02-12.04PM	12.00																
ABC SPECIAL REPORT(SUS)	1	2.01- 2.05PM	2.00																
CBS SUNRISE SEMESTER SAT(SUS)		6.30- 7.00AM	6.30																
CBS IN THE NEWS- 8.26AM		8.26- 8.29AM	8.15	3,500	4.5	3,420	4.4	25	4.4	4,360	5.6	4,050	5.2	29	5.2				
CBS IN THE NEWS- 8.56AM		8.56- 8.59AM	8.45	4,820	6.2	4,590	5.9	27	5.9	6,460	8.3	5,910	7.6	35	7.6				
CBS IN THE NEWS- 9.26AM		9.26- 9.29AM	9.15	5,840	7.5	5,600	7.2	32	7.2	6,610	8.5	6,460	8.3	36	8.3				
CBS IN THE NEWS-10.26AM		10.26-10.29AM	10.15	4,750	6.1	4,590	5.9	25	5.9	5,060	6.5	4,590	5.9	26	5.9				
CBS CBS NEWS SPEC. RPT.-SAT(SUS)	1	10.40-10.51AM	10.30																
CBS IN THE NEWS-10.56AM		10.56-10.59AM	10.45	4,900	6.3	4,430	5.7	24	5.7	5,060	6.5	4,590	5.9	25	5.9				
CBS IN THE NEWS-11.26AM		11.26-11.29AM	11.15	4,670	6.0	4,430	5.7	24	5.7	4,980	6.4	4,750	6.1	27	6.1				
CBS IN THE NEWS-11.56AM		11.56-11.59AM	11.45	4,590	5.9	4,050	5.2	21	5.2	4,120	5.3	3,810	4.9	21	4.9				
CBS IN THE NEWS-12.26PM		12.26-12.29PM	12.15	3,350	4.3	3,030	3.9	15	3.9	4,050	5.2	3,660	4.7	20	4.7				
CBS IN THE NEWS-12.56PM		12.56-12.59PM	12.45	4,360	5.6	4,280	5.5	21	5.5	4,430	5.7	4,120	5.3	23	5.3				
CBS IN THE NEWS- 1.26PM		1.26- 1.29PM	1.15	4,280	5.5	3,810	4.9	18	4.9	4,050	5.2	3,730	4.8	21	4.8				
NBC TIME OUT-8:28AM		8.28- 8.30AM	8.15	3,110	4.0	2,960	3.8	22	3.8	3,270	4.2	3,190	4.1	25	4.1				
NBC ASK NBC NEWS-8:58AM		8.58- 9.00AM	8.45	3,350	4.3	3,190	4.1	19	4.1	2,410	3.1	2,410	3.1	15	3.1				
NBC TIME OUT-9:28AM		9.28- 9.30AM	9.15	3,420	4.4	3,350	4.3	19	4.3	3,350	4.3	3,270	4.2	18	4.2				
NBC ASK NBC NEWS-9:58AM		9.58-10.00AM	9.45	3,660	4.7	3,350	4.3	18	4.3	3,030	3.9	2,960	3.8	16	3.8				
NBC TIME OUT-10:28AM		10.28-10.30AM	10.15	3,730	4.8	3,660	4.7	20	4.7	3,110	4.0	2,960	3.8	17	3.8				
NBC COLUMBIA:SHUTTLE BEGINS-4(SUS)	1	10.40-10.55AM	10.30																
NBC ASK NBC NEWS-10:58AM		10.58-11.00AM	10.45	4,050	5.2	3,810	4.9	21	4.9	4,200	5.4	4,200	5.4	24	5.4				
NBC TIME OUT-11:28AM		11.28-11.30AM	11.15	3,190	4.1	3,030	3.9	17	3.9	3,810	4.9	3,730	4.8	21	4.8				

Nielsen NATIONAL TV AUDIENCE ESTIMATES

OTHER PROGRAMS

				WEEK 1					WEEK 2								
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY ¼ HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY ¼ HR	TELE- CAST DAYS
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	SHARE %				
DAY SATURDAY-CONT'D																	
NBC ASK NBC NEWS-11:58AM		11.58-12.00NN	11.45	3,660	4.7	3,660	4.7	20	4.7		3,500	4.5	3,350	4.3	19	4.3	
NBC TIME OUT-12:28PM		12.28-12.30PM	12.15	2,650	3.4	2,570	3.3	13	3.3		2,490	3.2	2,260	2.9	13	2.9	
NBC NBC MAJOR LEAGUE PRE GAME	2	1.30- 1.48PM	→GRID 1.45								4,280	5.5	3,810	4.9	21	5.3	
NBC NBC MAJOR LEAGUE GAME	2	1.48- 5.07PM	→GRID 5.00								13,300	17.1	5,210	6.7	24	7.8	
DAY SUNDAY																	
ABC LAUNCH-THE SPACE SHUTTLE(S)	1	6.30- 9.30AM	6.30 6.45 7.00 7.15 7.30 7.45 8.00 8.15 8.30 8.45 9.00 9.15	15,330	19.7	6,220	8.0 4.9*	39 40*	4.0 5.7 6.5 7.2 8.4 8.7 9.5 9.0 9.1 9.5 9.3 9.2								
ABC KIDS ARE PEOPLE TOO I	1	10.30-11.05AM	→GRID	3,660	4.7	3,030	3.9	16									
	2	10.30-11.03AM	→GRID 11.00						4.3		2,800	3.6	2,410	3.1	14	3.7	
ABC DEAR ALEX & ANNIE-11.26AM		11.26-11.29AM	11.15	3,030	3.9	2,960	3.8	15	3.8		2,330	3.0	2,180	2.8	13	2.8	
ABC SCHOOLHOUSE ROCK-11.55AM	2	11.55-11.59AM	11.45								1,790	2.3	1,630	2.1	10	2.1	
ABC ABC SPECIAL REPORT(S)	1	4.21- 4.28PM	4.15	8,560	11.0	7,390	9.5	25	9.5								
CBS WINGS IN SPACE-SUN(S)	1	6.30- 9.00AM	6.30 6.45 7.00 7.15 7.30 7.45 8.00 8.15 8.30 8.45	8,790	11.3	3,890	5.0 2.3*	26 19*	1.7 2.9 4.4 4.0 5.0 5.9 6.6 6.2 6.4 6.6								
CBS NBA PLAYOFF-GM.1	2	1.00- 3.41PM	→GRID 3.30								14,160	18.2	7,310	9.4	33	10.9	
CBS CBS NEWS SPEC. RPT.-SUN(SUS)	1	4.22- 4.26PM	4.15														
NBC COLUMBIA:SHUTTLE BEGINS-5(S)	1	6.00- 7.30AM	6.00	11,280	14.5	3,270	4.2	23	2.0								
	1	8.00- 9.30AM	6.15 6.30 6.45 7.00 7.15 8.00 8.15				2.8* 4.6*	48* 38*	3.6 4.0 5.3 5.6 5.1 2.8 3.6								
CONT'D																	

Nielsen NATIONAL TV AUDIENCE ESTIMATES

OTHER PROGRAMS

				WEEK 1					WEEK 2						
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE	AVERAGE AUDIENCE			AVG. AUD.BY ¼ HR	TELE- CAST DAYS	TOTAL AUDIENCE	AVERAGE AUDIENCE			AVG. AUD.BY ¼ HR	TELE- CAST DAYS
				HOUSEHOLDS (000) %	HOUSEHOLDS (000)	SHARE %	SHARE %			HOUSEHOLDS (000) %	HOUSEHOLDS (000)	SHARE %			
DAY SUNDAY-CONT'D															
NBC COLUMBIA:SHUTTLE BEGINS-5(S)-CONT'D															
			8.30					4.5							
			8.45				4.5*	18*	4.5						
			9.00						5.0						
			9.15				4.9*	19*	4.8						
NBC COLUMBIA:SHUTTLE BEGINS-6(SUS)	1	4.19-	4.25PM	4.15											
										</					